



Rare Bk.

11L

1

C325

v. 9, no. 27-38

Apr 3 - June 19, 1948

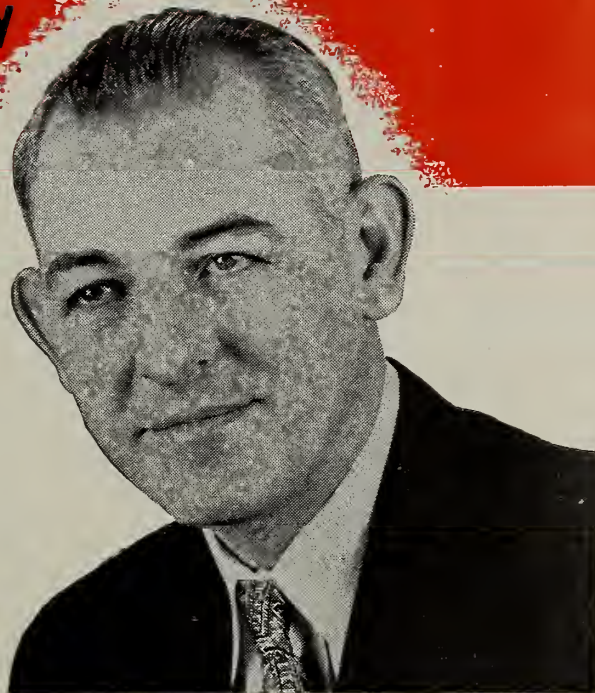
OPERATORS SAY WURLITZER 1100s

...pay far greater profits than any
other phonographs on their routes!

Like Irwin & Oringer, hundreds of Wurlitzer Music Merchants have pulled up their collections by trading in their old phonographs that took in so *little*—cost so *much* for service that they ate up their profits.

Now, with the Wurlitzer 1100, outstanding profit producer of all time, in their top spots, and a better paying phonograph in every location, their business is on a more profitable basis.

When buying 1100s, you can figure much less depreciation. Also, make a mental deduction of \$300 from the original price. That is what you should *save* in four years—*besides vastly greater earning power. Thanks to the Zenith Cobra Tone Arm, records last up to ten times longer. Also, mechanical and electrical units can be removed from two to one hundred times faster. The Rudolph Wurlitzer Company, North Tonawanda, New York.*

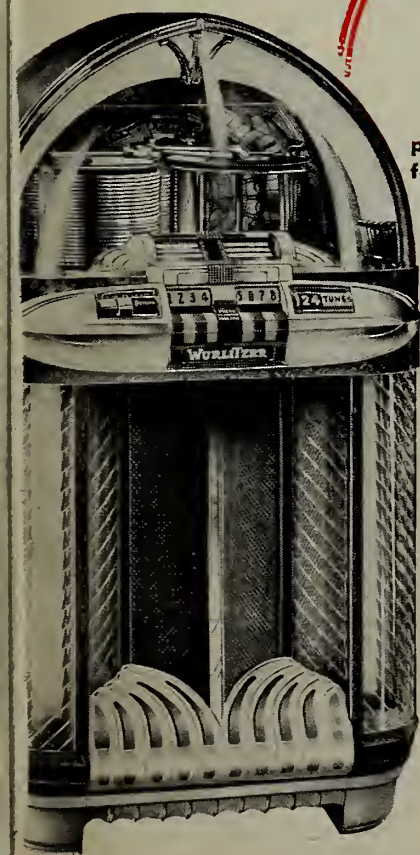


Cliff Irwin, Manager, Irwin & Oringer,
Wurlitzer Music Merchants,
Port Huron, Mich.

"We are operating several Wurlitzer 1100s with a very noticeable increase in take. One phonograph shows 23,476 plays on the original Zenith Cobra Tone Arm cartridge and it's still producing perfect tone quality. Records play up to 2,000 times without noticeable impairment of tone. This assures location satisfaction—maximum operating economy and greater profits for us."

Clifford Irwin

Model 1100



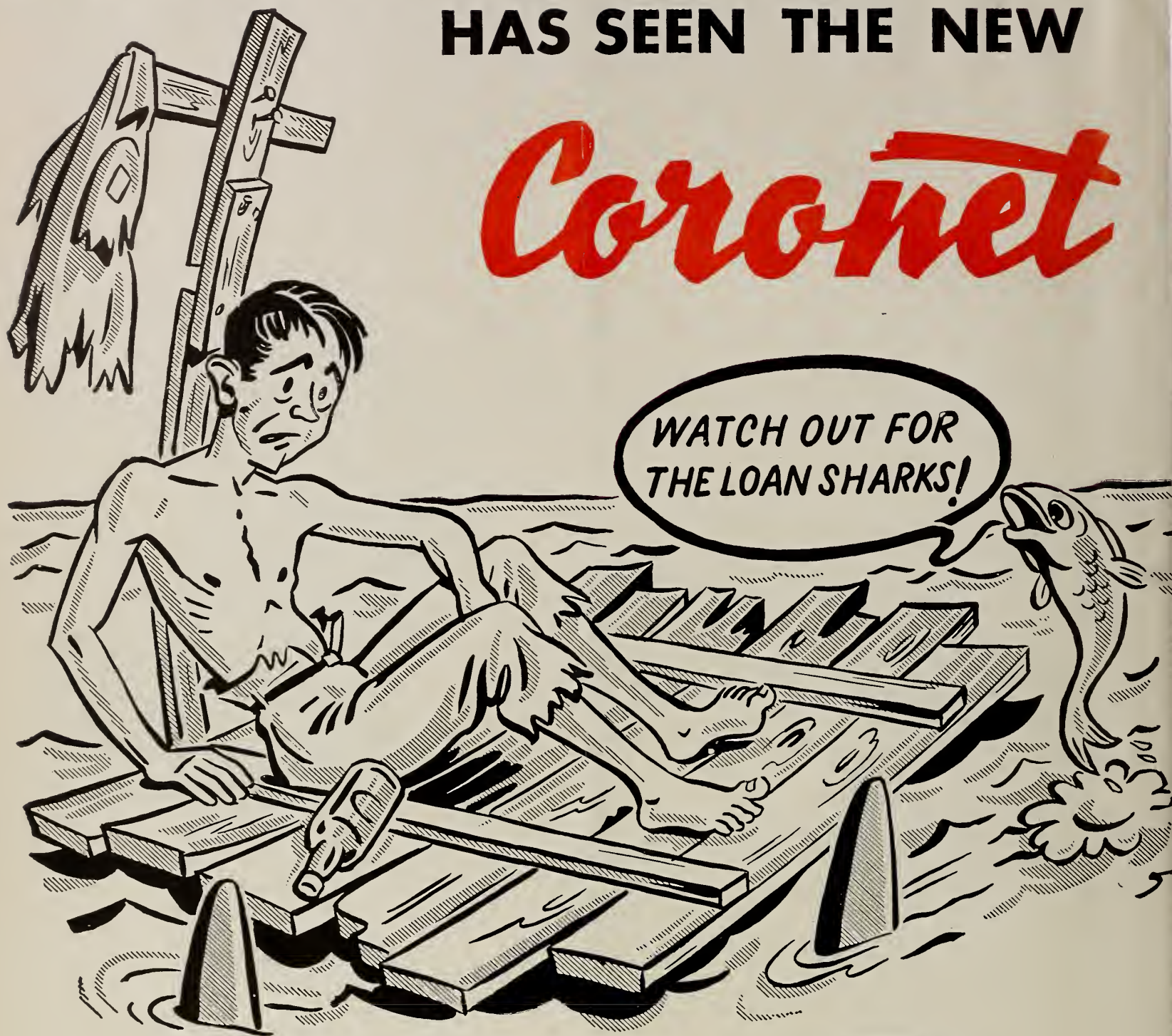
ZENITH
Wurlitzer is the only
phonograph equipped with the
famous Zenith Cobra Tone Arm.
Records played a thousand
times sound just as they
did the first time.

Ask your Wurlitzer Distributor about the
**GENEROUS TRADE-IN
ALLOWANCES**
on your old phonographs
EASY TERMS on NEW WURLITZERS

Not Everyone

HAS SEEN THE NEW

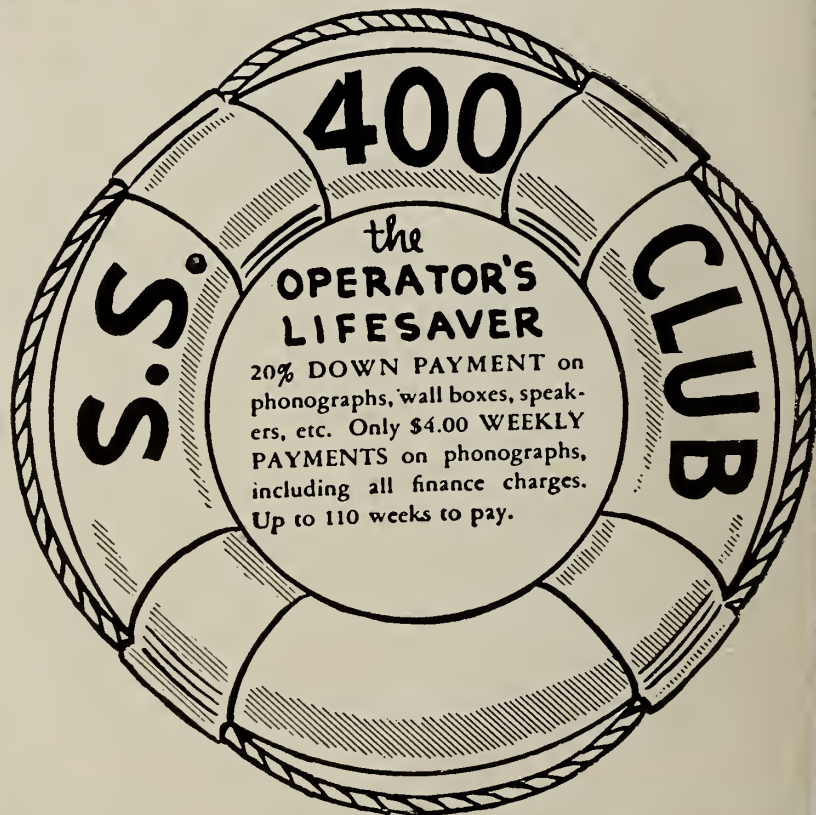
Coronet



No, there may still be *someone* who hasn't seen the new Coronet . . . but those who have are *plenty* excited! . . . And they're taking advantage of a great new offer—You can, too!

Listen to CORONET'S flawless performance . . . See its beautiful P. A.* design . . . its precision operation . . . Then hear the *price!* 495 . . . the lowest price ever paid for perfection . . . 495 . . . for the newest, most profitable automatic phonograph on the market...495...for the Aireon CORONET!

* Play Appeal



The World's Finest Phonograph Equipment . . . at the World's Lowest Prices.

Aireon

MANUFACTURING CORP.

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

THE CASH BOX IS THE OPERATOR'S MAGAZINE—IT IS NOT SOLD ON NEWSSTANDS

BILL GERSH, Publisher

JOE ORLECK, Editorial and Advertising Director

ROBERT E. AUSTIN, General Manager, Music Department

JOEL FRIEDMAN, Music Editor

G. BRUNER, Business Manager

G. BLOOM, Circulation

BERT MERRILL, St. Louis, Mo.

L. MILAZZO, Classified Advertising

HERB OLSOW, General Mgr., Automatic Merchandising

O. S. SIBLEY, Art Director

CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

IN THIS ISSUE

April 3, 1948

Vol. 9, No. 27

GOOD NEWS ops report: AVERAGES GOING UP	Page 4
PROS AND CONS OF BACKGROUND MUSIC	Page 5
USED MARKET IN ACTION	Page 6
AUTOMATIC MUSIC SECTION	Page 7
NATION'S TOP TEN TUNES	Page 9
RECORD REVIEWS	Pages 11 and 13
AUTOMATIC MERCHANT'S SECTION	Page 27
MANUFACTURERS' NEW EQUIPMENT	Pages 29 and 30
GENERAL COIN MACHINE SECTION	Page 31
CHICAGO CHATTER	Page 47
EASTERN FLASHES	Page 48
CALIFORNIA CLIPPINGS	Page 49
MINNEAPOLIS—ST. LOUIS—NEW ORLEANS	Page 50

ADVERTISER'S INDEX Page 40

PUBLISHED WEEKLY by The Cash Box Publishing Co., Inc., 381 Fourth Avenue, New York 16, N. Y., Telephone: MUrray Hill 4-7797. Branch Offices: 32 West Randolph St., Chicago 1, Illinois, Telephone: DEarborn 0045 and 422 West 11th Street, Los Angeles 15, California, Telephone: PRospect 2687.

CONTENTS COMPLETELY COPY-RIGHTED 1948. All rights reserved. No publication of any material contained herein is allowed without written permission from the publisher.

ADVERTISING RATES on request. All advertising closes Friday at 5 P.M. preceding week of issue.

SUBSCRIPTION RATE \$5 per year any-

where in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines, \$48 per year. Subscription rates for all foreign countries on request.

THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin

operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators thruout the United States as their official weekly magazine.

The C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

GOOD NEWS OPS REPORT: AVERAGES GOING UP!

Many Attribute Increased Collection Averages to Warmer Weather. Foresee New Equipment Helping to Boost Averages to Even Greater Highs

NEW YORK—Good news hits the trade this week with reports from leading coinmen all over the nation advising that collection averages are going up and that they foresee the end of the bad weather when averages were down to lows never before experienced by the industry.

From every section of the nation operators reported that, with the return of warm weather, they have experienced a definite upswing in collections.

As one noted operator of music and games, as well as cigarette machines, stated, "This is the first time, in months, that we can truthfully report an upswing and one that is continuing upward."

He also said, "For a while we had some good collection weeks, but, on the average, they were very poor. These past weeks, as the weather warmed up and the snow began to disappear, and people again began to circulate around, we found that the collections from our machines had boomed right up again."

"They may not yet be considered normal", he continued, "but, we can safely state, they are already very close to what we like to believe is normal, and we therefore feel that, with the new equipment which we are buying and which has already proved itself, we are going to see even better collections as the warmer weeks come in."

This same statement can be attributed to almost everyone of the coinmen questioned. Each expressed the belief that with the manufacturers turning out good equipment that they can expect to see some of the best collection averages during this Spring and forthcoming Summer.

One op even went to the extent of saying, "There is no longer any doubt now that the poor averages we had this past winter can be attributed to the cold weather we had almost everywhere in this area. It was so bad at times that people just wouldn't leave their homes."

"And, in addition," he stated, "many of the plants here closed because of lack of fuel for heating purposes. All this hit us very hard. But, now we are again enjoying good averages and, it seems to me, we are on the way to even better collections as people begin to realize the bad spell is finished. Just like my own family they sure want to get around once again."

Most heartening is the fact that locations, which had never before figured as "top spots", were now coming thru with better collections than they formerly ever did.

Whereas many of the larger industrial plants had fallen off, especially where the merchandise machine ops are concerned, other locations had picked up, and these seem to have balanced off any industrial spot loss to bring back normal collection returns.

One well known game and music op, who also operates cigarette, drink ven-

dors and candy machines, reported, "Because the factories we have are working so spasmodically these days, we find that our overages in these spots, which used to be our best locations, especially during the war, have fallen off."

"But", he continues, "this is balanced off by the fact that our other merchandise machine locations have picked up and to such an extent that we are enjoying a better average all around."

"Of course", he also says, "we have raised our candy, cigarette and drink prices."

From this survey it can be reported that the games field continues to lead. Amusement machine ops are reporting best returns so far. Merchandise and music equipment coinmen are next in line.

It is believed, tho, that the music machines will outdistance the merchandisers as the warmer weather continues. Most of the music men have completely covered all resort spots, some even allowing equipment to remain over the winter months to hold good spots.

On the average, tho, this news is the most heartening which has reached the trade in many months, and the further fact that the operators believe in the new equipment of the manufacturers to help boom their averages even higher, is a sure sign of a real business revival for the entire industry.

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

PROS AND CONS OF BACKGROUND MUSIC

CONS: Wires Still Hard to Obtain and More Expensive. Most Good Industrial Locations Already Covered. Many Professional and Retail Spots Holding Back Until Return of Better Business. Existing Contracts Must be Terminated with Ops in Financial Position to Wait for Termination. Small Towns Found Economically Impractical.

PROS: Music Ops in Position to Quote Lower Rates for Same Service and Operate with Lower Overhead. Understanding of Type Music Community Likes by Present Ops Invaluable Aid. Allows Ops to Obtain All Possible Locations Within Present Operating Area. Assures Ops Definite Income. Ops Can Use Present Mechanisms Plus Knowledge of Single Channel Music to Advantage. Most Systems Fully Automatic.

NEW YORK—*The Cash Box* was first to point the way to many of the nation's juke box ops that there were moneymaking opportunities in single channel wired music for industrial, professional and retail locations, with the result that some of the country's music ops immediately adopted the suggestion and have made this a very definite part of their business.

Once again, in the March 6, 1948 issue of *The Cash Box*, there appeared an editorial on this sort of music quoting the experiences of some of the ops who had entered into it. This attracted much attention and has, since then, practically flooded the offices of this publication with inquiries as to the means, methods, whys and wherefores of background music.

The result is that *The Cash Box* in this issue publishes some of the outstanding "pros" and "cons" of those operators who have, or who are in, background music commercially. These men have already made many installations. Some have found this type of music profitable, and others do not believe that it can become a business by itself, at least as far as the coin operated music machine operator is concerned.

The most outstanding part of single channel wired music is the fact that the operators already have experience with it, from their wide use of non-selective

music boxes. It is practically the very same system, but, becomes fully automatic because of the units now available and therefore eases the pressure of hiring more employees.

This is not double channel music where an operator is needed in a studio to answer the call, on what is known today as wired telephone music. It is simply sending a one way wire into a location at a specified monthly charge, and on contract for anywhere from one to three or more years, with equipment which can be installed in any music ops' headquarters.

But, it does require fine music. It also requires a deep knowledge of programming. Usually the operators in any territory know what the public likes, as far as music is concerned. Therefore, they already have a head start. Now they must study the requirements of industrial music that will give employees a "lift" to pep them up at certain hours of the day and increase productivity.

The "cons" have much against installation today. They claim wires are too expensive and too difficult to obtain. They also claim that most of the good industrial spots are already covered and because many factories are no longer on definite production schedules it is much more difficult to "sell" such a system.

As far as professional (doctors, dentists, etc.) are concerned, and retail back-

ground (banks, beauty shops, restaurants, etc.) these are holding back from paying a monthly fee for music until business becomes better.

Then, of course, they point to those organizations who already have their systems in these places and the fact that, even though they can sign the owners to contracts, they must have the finance to wait for the termination of the present contract before they can start to operate.

Another factor is that the smaller towns, where there aren't many factories and professional and retail locations concerned, that do not already have automatic music, these are economically impractical. The installation of units and the cost of continuance and maintenance is far and above whatever income can be enjoyed.

The answer, then, to the value of single channel wired background music, whether for industrial, professional or retail locations, is for the individual operator who is planning to enhance his present operation with such music, so as to obtain a definite monthly sum for the knowledge of music he already has gained in the juke box field, to carefully study this music in relation to his own operation and his own territory and decide whether he can make such a system an integral and profitable part of his present music operation.

ATTENTION OPERATORS ONLY!!

(WHO ARE SUBSCRIBERS TO THE CASH BOX)

**NOW YOU CAN HAVE LISTED WHATEVER
MACHINES OR MERCHANDISE YOU WANT
TO BUY OR SELL IN EACH WEEK'S ISSUE OF**

"THE CASH BOX"

FREE OF CHARGE

Read These Important Rules!

As a subscriber to THE CASH BOX (The One and Only Operators' Magazine—*IT IS NOT SOLD ON NEWSSTANDS*) you are entitled to a FREE listing in each and every week's issue of whatever machines and merchandise you may want to BUY or you may have for SALE. Your list must reach THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y., no later than Wednesday noon of each week. Your listing will be given a special code number and all inquiries will be sent directly to you for your consideration without any inquirer knowing who you are. YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL. You can mail your list in each week on your own letterhead, or even on a penny postcard, but, your name, address and phone number MUST BE ENCLOSED or else your list will not be published. VERY IMPORTANT: Please do not list prices of any merchandise or machines you have for sale or want to buy.

TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:

The Cash Box, 381 Fourth Ave., New York 16, N. Y.:

***Please list the following in the next week's issue at
absolutely no charge to me:***

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY
DEVOTED TO THE JUKE BOX INDUSTRY.

Music Section



Birth Certificate

This is to certify that the name
Johnny Blane

Has been bestowed upon you this 26th day of February 1948
by Miss Audrey Keon and her debutante committee

This Blane by other name would with us share I will
know you all by this presence. That is not by Sammie Davis
or Gene that you will know him. Johnny Blane is herein
vested with all the rights and privileges due American
crooning balladeers including the singing of sweet-inducing
ballads, the right to wear hair, jetting suits, fan clubs,
baby socks, and other necessary appurtenances.

Dated at the Little Club

In testimony whereof we have affixed our names and the
endorsement of the society for the enjoyment of Johnny Blane

Novel introduction into the crooning ranks came off recently when balladeer Johnny Blane was ushered into the limelight via a gala society debut party tossed for him at the swank Little Club, New York. Pictured above presenting Johnny with his brand new birth certificate is Miss Audrey Keon, one of the most rushed debbs of the season. Johnny is currently appearing at the Embassy Club, New York. Personal Manager: Maurice Slate.

FEATURES

The Nation's Top Ten Juke Box Tunes

The Cash Box Record Reviews

Juke Box Regional Record Report

Round The Wax Circle

Hot In Harlem

The Broadway Beat

★ *Rollin' 'Round Rauldolph*

★ *Folk and Western Record Reviews*

★ *The Nation's Big 5 Hillbilly, Folk & Western
Juke Box Tunes*

★ *Hot On Chicago's South Side*

★ *The Cash Box Disc-Hits Box Score*

NEW YORK TYPOGRAPHERS CALL STRIKE

**The Cash Box to Make Plates Free of any
Charge for All Advertisers. Ads to Close
Thursdays 5 PM 'Til Strike Over.**

NEW YORK - The strike just called by the typographers (Local 6, ITU) makes it necessary to change certain mechanical setups in the use of type faces in all publications in this city.

In the production of advertisements, are two ways in which advertisers and their agencies can cooperate. Ads should be set up completely, both as to type and illustration. If the complete plate is sent to us it should be the "original" (16 gauge thickness).

If the complete art work is sent to us.. 'The Cash Box' will make the plate free of charge. On smaller ads where the advertiser makes a complete plate, clean proofs should be mailed to us, flat and well protected by smooth, heavy cardboard.

Smaller advertisements that feature merchandise and equipment of all kinds - will be handled to the best advantage....with a limited amount of type used. These will be produced in typewriter type style (as here noted) and photo-type headlines will then be used (as the headlines on this page indicate).

Due to the fact that these mechanical problems will consume much time, at first, and the further fact that all pages will have to be completely engraved.....CLOSING DAY MUST BE MOVED UP - TO THURSDAY OF EACH WEEK AT 5 P.M.

Ads used in other magazines with or without illustrations can be handled very easily and quickly by The Cash Box. These will be reproduced exactly as they originally appear. There will be no charge for such engravings.

Everything else concerned with the production of The Cash Box will continue on as usual.

The pages may not look quite the same as they have in past weeks, but, just as in the case of the Chicago newspapers, which have been on strike for many, many months, readers become accustomed to the change.

News items and editorials will be given the same fine treatment as in the past. We urge you to send your news in just as you always have. Speedy attention will be given to all news.

It is the sincere hope of 'The Cash Box' as well as of other publications in this important printing center that this strike will be speedily terminated. This is the very first time in 50 years that the "Big Six" (Local 6, ITU) has gone on strike.

The Cash Box hopes that all advertisers will bear with it while this strike is in progress and will arrange to cooperate in getting plates and art work to The Cash Box, New York offices, as early in the week as possible.

The Nation's TOP TEN Juke Box Tunes



The Top Ten Tunes Netting Heaviest Play in The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

CODE

AL—Alladin
AP—Apollo
AR—Aristocrat
BU—Bullet
CA—Capitol
DA—Davis
CN—Continental
CO—Columbia
CS—Coast
CE—Celebrity
DE—Decca
DEL—Deluxe
EX—Exclusive

KI—King
MI—Miracle
MA—Majestic
ME—Mercury
MG—M-G-M
LO—London
MN—Manor
MO—Modern
MU—Musicraft
NA—National
RA—Rainbow

RE—Regent
SA—Savoy
SD—Super Disc
SI—Signature
SP—Specialty
ST—Sterling
TO—Top
TC—Twentieth Century
UN—Universal
VI—Victor
VT—Vitacoustic

1

NOW IS THE HOUR

CA-15024—Margaret Whiting
CO-38061—Horace Heidt O.
CO-38115—Buddy Clark
DE-24279—Bing Crosby
LO-110—Gracie Fields
MA-1191—Eddy Howard O.
ME-5103—Les Paul Trio

MG-10125—Kate Smith
MU-532—Shep Fields O.
SI-15178—Ray Bloch O.
VI-20-2704—Charlie Spivak O.

2

I'M LOOKING OVER A
FOUR LEAF CLOVER

CA-491—Alvino Rey O.
CO-38100—Tony Hill O.
CO-38081—Arthur Godfrey
ME-5105—Frankie Laine
ME-5100—Uptown String Band

MG-10119—Art Mooney O.
MU-543—Polka Dots
RA-10043—Jimmy Saunders
SI-15117—Ray Bloch O.
TR-220—Alexander O.
VI-20-2668—Three Suns

3

MANANA

CA-15022—Peggy Lee
DE-24333—Mills Bros.
LO-187—Edmundo Ross

4

SHINE

DE-25354—Ella Fitzgerald
DE-25353—Guy Lombardo O.
DE-24382—The Mills Bros.

ME-5091—Frankie Laine
VI-20-2760—Hot Quintette

5

BEG YOUR PARDON

BU-1012—Francis Craig
CA-490—The Dinning Sisters
CO-38036—Frankie Carle O.

MG-10140—Art Mooney O.
VI-20-2647—Larry Green O.

6

BUT BEAUTIFUL

CA-15024—Margaret Whiting
CO-38053—Frank Sinatra
DE-24283—Bing Crosby
DE-24294—Bing Crosby
ME-5096—Frankie Laine

MG-10126—Art Lund
MU-538—Mel Torme
SI-15117—Ray Bloch O.
VI-20-2616—Tex Beneke O.

7

GOLDEN EARRINGS

CA-15009—Peggy Lee
CO-37932—Dinah Shore
DE-24270—Guy Lombardo O.
DE-24278—Bing Crosby

ME-3072—Anita Ellis
MG-10085—Jack Fina O.
VI-20-2585—Charlie Spivak O.

8

BALLERINA

CO-38381—Buddy Clark
DE-24265—Enric Madreguera
DE-24278—Bing Crosby
ME-5075—Jerry Shelton Trio

MG-10035—Jimmy Dorsey O.
MU-15116—Mel Torme
VI-20-2433—Vaughn Monroe O.

9

SERENADE OF THE BELLS

CA-15007—Jo Stafford
CO-37956—Kay Kyser O.
DE-24258—Guy Lombardo O.

ME-5090—Vic Damone
MG-10091—Bob Houston
VI-20-2372—Sammy Kaye O.

CO 38076 — Gene Autry

10

I'LL DANCE AT YOUR WEDDING

CA-15009—Peggy Lee
CO-37967—Ray Noble O.
DE-24266—Jeanie Leitt

ME-5090—Vic Damone
MG-10095—Helen Forrest
VI-20-2512—Tony Martin

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"THIS IS SOUTHLAND"
"DEEP WATER"
Bob Wills
(Columbia 38137)

Grabbing the glory this week is the top notch folk favorite Bob Wills with a pair that are sure to stir up heavy coin play. Top side with some wonderful steel guitar and a hep melodic and delightful beat spike the disk and make it spell a wonderful coin culler. On the flip with some top vocal styling, the deck sets up as another promising item for ops. Don't fail to grab this platter

"Mesphalia Waltz"
"Spanish Bells"
Cliffie Stone
(Capitol 40096)

Pair of sides that shine brightly for music ops as well as rave fave Cliffie Stone are these offered in exceptional fashion. We go for the top deck, with Cliffie giving with some excellent vocal treatment all thru. Instrumental work displayed here equals to hypo the wax. Flip shows as effective and might do the trick to. Lend an ear and spin 'em.

"Betty Ann"
"My Bank Account Is Gone"
Jesse Ashlock
(Columbia 38114)

More melody for the crowd that goes for folk music and able Jesse Ashlock to render the rhythm. Both sides are suited for the dance and listener crowd alike, with the top side getting the spotlight. Fiddles spark the disk all the way while a bright vocal spot comes in for some well needed filling. Flip parrots the title and might find coin. The pair is there - you take it. Bear in mind the artists popularity - it should add to the disks potential coin culling powers.

"JULAYDA" GOES TO MELLIN MUSIC

NEW YORK - Broadcast Music, Inc., original publishers of "My Girl Friend Julayda" the polka which has been running up a phenomenal record sales as a result of Walter Solek's Harmonia disc, announced that they have turned over selling rights to Mellin Music, Inc.

Prior commitments to devote attention to such tunes as "My Promise To You" and "Long After Tonight," from the film "Arch of Triumph," made it expedient for BMI to turn "Julayda" over to Mellin for exploitation, stated BMI.

EXCLUSIVE APPOINTS TRI-STATE DISTRIB

MANCHESTER, N.H. - Tri-State Record Distributors, this city, has been appointed distributors for Exclusive records for the states of Maine, New Hampshire and Vermont, according to an announcement by Leon Rene, President of Exclusive Records Company.

The New England firm is a partnership comprising Roger Barrett, Basil Cornell and James Parks.

Barrett is musical director of New Hampshire's largest radio station WFEA in Manchester.



IF "OSCARS"
WERE GIVEN FOR
OUTSTANDING
Needle PERFORMANCE

Permo Point Round and Permo Point Elliptical would top the list for:

EXTREMELY LONG NEEDLE LIFE
UNEQUALLED KINDNESS TO RECORDS
DEPENDABILITY ON LOCATIONS
ECONOMY — still at the same low price!

More Permo needles sold than all other longlife needles combined.

PERMO POINTS

Made by the original and world's largest manufacturer of longlife phonograph needles.

PERMO, Incorporated
Chicago 26

New...YOUR CHOICE...

RECORDS...23¢_{ea}

WRITE FOR NEWEST LIST!

WHOLESALE RECORD DISTRIBUTORS

F.O.B. → 3447 SAN PABLO AVE., OAKLAND, CALIF.

- STANDARDS
- POPS
- RACE
- 'NAMES'
- TOP LABELS

the
Commanders

"Lonesome Road"

20-567

Modern
RECORDS
hollywood

THE CASH BOX

Record Reviews

"TONIGHT HE SAILED AGAIN"
"DON'T HESITATE TOO LONG"
Lucky Millinder Orchestra
(Decca 24384)

Excellent orchestral work of maestro Lucky Millinder coupled with the wonderful vocal styling of balladeer Paul Breckenridge....and a strong meaningful piece of wax that speaks coin. Vocal strain is high pitch with the wax spilling in slow, throbbing tones of low solitude. Annisteen Allen chirps pretty on the flip to offer a pleasing piece for the crowd that loves to jump. Grab the top deck!

"GOOD ROCKING TONIGHT"
"GOOD MORNING MR. BLUES"
Wynonie Harris Orch.
(King 4210)

Pair of favorable sides by Wynonie "Blues" Harris and some stuff tailor made for the hep crowd. Top deck is currently kicking up a big storm and should meet with fair approval. Flip, with Wynonie on top to wail the vocal chorus shows as some stock race material, done brown with loads of holler and riff.....Familiar sax tones spill throughout the wax. The many Harris fans should go for the duo.

"MEM'RIES OF MINE"
"THE GIRL WITH THE LITTLE RED CROSS"
Bob Stewart
(Headline 113)

A top notch ballad by newcomer Bob Stewart and the spark of a dark horse that should go like sixty. The moving, melodramatic style Bob utilizes should spike the demand here. Bob's soft plush delivery rates heavy attention all 'round. On the flip with a piece of onion material, the piper comes back for another first rate rendition of a fairish tune. Top notch orchestral work by maestro Bill Bruno spikes both sides and lends the wax hypo. "Mem'ries Of Mine" is the side that will get a slew of calls - rush out and latch one.

DISK O' THE WEEK

"TELL ME A STORY"
"I WOULDN'T BE SURPRISED"
Sammy Kaye Orch.
(Victor 20-2761)



SAMMY KAYE

Ops can look for this ditty to score like mad! It's another coin culler for Sammy Kaye and a buffalo harvest for music ops thruout the nation. With balladeer Don Cornell to wail the sparkling wordage of "Tell Me A Story"...this wax takes on the aura of a sure fire phono hit. Don's excellent vocal spot sets the pace, with some wonderful steel guitar sprinkling in the background. The soft and sentimental wordage is sure to put you in a most receptive mood. Wax is ably suited for the dance crowd and should draw raves from the love birds. Flip is more pleasing melody offered in a brighter patter, with Don teaming with Laura Leslie for the light melody. Don't let this deck slip away from you - it's a must in your machines!

"LAROO LAROO LILLI BOLERO"
"TALKING TO MYSELF ABOUT YOU"

Peggy Lee
(Capitol 15048)

Peggy rings the bell again with this one. Purring, in soft romantic tones... behind some truly wonderful Latin rhythms by Dave Barbour, Peggy Lee comes thru for the ops again. Ditty is a natural and will go like sixty. The gal's versatile styling really shows here in top mood. Flip is a light piece...to which her many fans should go for.....Grab onto "Laroo Laroo Lilli Bolero"...and hit the jackpot fulla coin.

"WHOSE HAT IS THAT"
"LONG 'BOUT MIDNIGHT"
Roy Brown
(DeLuxe 1154)

More meat for ops with race spots and the terrific and torrid tones of the hep Roy Brown crew. The wax, titled "Whose Hat Is That" & "Long 'Bout Midnight" should find Roy's many fans going wild with joy once they get an earful. Top deck is loaded with all the riff and holler one can possibly offer, with Roy wailing in full voice throughout. Flip is a switch to slow tempo with the title of the ditty offering the bill of fare. Both sides of the wax rate heavily--whirl the pair for a harvest of buffalo heads in the phonos

"MAKING WHOOPEE"
"DO IT AGAIN"
Mel Torme
(Musicraft 534)

Soft and intimate setting of a pair of oldies with Mel Torme to render the vocal refrain. It's one of the better Torme disks to date and a pair of tunes that always drew sighs. Backing by the Ted Dale ork.... is both fond and enchanting. Torme's wide following will account for loads of demand with this pair.

"ENCORE CHERIE"
"SATURDAY DATE"
Tex Beneke Orch.
(Victor 20-2770)

Sweet soulful setting by the Tex Beneke crew and a pair of tunes that are heavily loaded with possibilities. Top deck....."Encore Cherie" features balladeer Garry Stevens in delicate mood tainted with a French setting. Wax is extremely pleasing as it stands and should be greeted with favor. Flip shows as a playful ditty with maestro Tex spilling the cute lyrics. Loads of beat are offered here with the band rounding out the side. The platter rates a spot on your phono.



Keeps
the COINS
Coming!

AL DEXTER

and his Troopers

"ROCK AND RYE RAG"

"I'M LEAVING MY TROUBLES BEHIND"

Vocal by Al Dexter
Columbia 38168

COLUMBIA'S TUNE TIPSTER

BEST BETS

Gene
Autry

SURE FIRE
"Play Fair"
"Lone Star Moon"
Columbia 38148

Dick
Reinhart

COMING UP FAST
"Hot Rod Baby"
"Mean Old Muddy Water"
Columbia 38154

Jesse
Ashlock

WATCH THIS ONE
"My Bank Account Is Gone"
"Betty Ann"
Columbia 38144



HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia," and ® Reg. U. S. Pat. Off.



ROUND THE WAX CIRCLE
by Byrde Gore

The recent formation of a record distributors group by a large majority of New York disk distrib is prompting others in the disk industry to investigate the basic plan...the increase of dealers who are not maintaining the best possible credit standing is rumored to be a major reason behind much of the current activity.. the current slump in all of the disk industry has many indie manufacturers and distributors morethan just "worried"....a large portion of diskers are now shipping disks only when they are assured prompt payment. Businessmen who are involved are at a loss to ascertain the decided drop in business. As always, diskers are turnig to the music operator, to boom disks via the big promotional value derived from the phonos.

* * * * *

King of Champagne Rhythm maestro Lawrence Welk..is currently setting NooYawk on its ear...Welk stepped off his opening at the sw ank Hotel Roosevelt recently, by favoring jocks, juke box ops and tradesmen with a bottle of champagne...not only did the champagne.... click, Welk's band does even better. Drop in an visit.. you'll love him.

* * * * *

Get a load of the Ray Borden crew currently on tour thruout the east.....the orks' platters via Crystal Tone are booming all over the place.....Whoopee to Guy Lombardo for setting a new world speedboat recordLeo Messner, Alladin Records prexy, in New York for the basketball games.. Mahzel to Charles.....and brother Henry Tobias for so many wonderful song hits..Phil Brito off to the land of sunshine for some heavy flicker work.....Lou Suritz, former New Yorker distrib for Majestic disks definitely out of the biz.

THE CASH BOX

Record Reviews

"Toothless Woman Blues"
"Drinking Ink Splink"
Andrew Tibbs
(Aristocrat 102)

Rapidly rising as featured name on phonos in race spots throughout the land Andrew Tibbs sets a pair here that should come in for some heavy coin play. Top deck is some heavily laden blues weaving thru-out the wax in slow time, with the vocal spot round all the way. Tibbs gives with loads of tricks that echoes beautifully. Flip shows with the metro at a faster pace, with the ork chiming in for a vibrant spot. Both sides should draw loads of coin altho the top deck shines very brightly.

"Free Lancin' Again"
"Groovie Movie Blues"
Johnnie Moore
(Exclusive 265)

Another potential strong item for phono ops with this bit by Johnny Moore and His Three Blazers—and fashionable piece it is. Charles Brown grabs the vocal spotlight with the topside tune, to come thru in a big way. It's more mellow melody done up in light tempo, with the instrumental work as it stands, very fashionable. Backside parrots the top deck as the title offers the bill thru-out. Both sides deserve your avid listening time.

"Trouble Is A Man"
"Oooh Wee"
Martha Davis
(Decca 24383)

Torchy chirping of chirp Martha Davis should make for loads of jitney in a slew of machines. Gal's piping is nothing short of sensational on the oh so pretty "Trouble Is A Man". Utilizing a hatful of tricks in her delivery, she sends torrid music at you. Grab the title for the flip. It's the top deck they'll run for — whirl it.

SLEEPER OF THE WEEK

"DOODLE DOO DOO"
"I LOST MY HEART
IN HARTFORD"
Les Elgart Orch.
(Bullet 1025)



Les Elgart

This bit is tailor made for the phonos! It's another—yes one more—smash platter for Bullet and a sure fire stepping stone for maestro Les Elgart. Ditty, titled "Doodle Doo Doo" is a cinch to score with the youngster set. Feauting a vocal combination hailed the Uptowners, the group get together for some exquisite moments of scintillating harmonious music. Of course its all in the title — with Les and his boys rounding out the side in grade A manner. Wax will have young and old alike in a frenzy — that is the extent of its beauty. Flip is another ode to a city — this time its Hartford. Wax is attractive as it stands and should meet with fair favor. Top deck will literally eat up all the moola—snatch it.

"Love Is Fun"
"Shine"
The Mills Bros.
(Decca 24382)

Pair of attractive sides by the Mills Bros. spill here with the melody ringing out true throughout. Topside is sure to grab off a load of coin—the harmony work is really superb. Wax is light and airy, with the entire group singing brightly. Flip is well known to music ops and as offered on this bit of wax, should meet with its market. We go for the top side—we're sure you'll like it too.

"It's The Sentimental
Thing To Do"
"Like We Used To Do"
Vaughn Monroe Orch.
(Victor 20-2748)

Pair of attrattictive sides by maestro Vaughn Monroe spill here, with the sweet offering echoing fondly of potential coin play. Ops should go for the refrain of the topside tune as the maestro teams with the Moon Maids to set up a cutie. Wax is loaded with soft, sentimental music flavored by a ton of reed and string music throughout. Flip is another soft light setting with the same combo coming back for another set. We go for the top deck — it's easy on the ears.

"Shasta"
"I Ain't Got Nobody"
Little Willie Jackson
(Modern 20-571)

Another hunk of wax for ops with race spots with hep Little Willie Jackson serving up some mellow music. Both sides are offered in adequate manner with a ton of haunting sax rhythms filling thru-out the wax. Top side spills in slow tempo, while the flip, an oldie gives with a fond vocal spot. The pair is there for the asking — you take it from here.

"The One I Love"
"What A Diff'rence A Day
Makes"
Sarah Vaughn
(Musicraft 552)

Fancy vocal styling of chirp Sarah Vaughn sets the pace for this pair of oldies here. Offering the favorite "The One I Love" and "What A Diff'rence A Day Makes", Sarah displays her versatile styling on the pair by utilizing a bagful of tricks and quiver in her pipes. Both sides spill in fond mood and make for easy listening. The gal's wide following alone should account for a slew of coin. Get next to the pair—by all means.

HERE'S THAT
Money-Makin'
BAND AGAIN



**Dick
JURGENS**
and his Orchestra

WITH HIS LATEST

Money-Makin'

COLUMBIA

RECORD RELEASE

**"MAMA'S
GONE
GOOD-BYE"**

and

"SIDE BY SIDE"

COLUMBIA RECORD #38107

OPERATORS, HERE IS THAT MONEY-
MAKIN' HIT YOU'VE BEEN ASKING
FOR — ORDER NOW FROM YOUR
COLUMBIA DISTRIBUTOR.

Personal Manager
WILL JURGENS
Press Relations
WAYNE VARNUM ASSOCIATES

DISK DISTRIBS FEEL BITE AS OPS REFUSE TO BUY POOR QUALITY RECORDS

NEW YORK — A recent survey made among several leading record distributors in the east vividly points out that a large majority of music operators, as a unit, are not buying records for the simple reason that the purchase of an order, will in the long run, mean higher operating expenses.

In plain everyday language it means that the ops are "fed up" with poor and even "chalk" records.

A recent smash hit by an indie recording, proved in the long run, to be more costly to the music operator than if he had no hit to work on. Altho he received a great many calls and a heavy demand for the record the fact that the disk did not stand up, coupled with that same heavy demand, forced him (the operator) to spend much more than the meager profit the record would have allowed him.

Operators have been, as of late, taking those same poorly pressed records and turning them back into the distributor. The disk distrib, in order to keep the good will and faith of the music op, in the line he carried, had to make good to the op and substitute a like number of recordings.

When the record distrib asked the manufacturer to make good for the records he had taken in on a return basis, the diskery refused.

Altho the above points to only one record manufacturer, it is a simile that is happening each and every day.

One well noted music op stated when queried as to the quality of disks, "I absolutely refuse to buy a single record, until and unless I can be guaranteed in nickels, the purchase price of a recording."

"This situation", he continued, "does not only hold true to the indie disk

company — it is just as true of the majors. I've bought records in the past that didn't give me as much as five lousy plays. It costs me more than 49¢ to run over to a location, and make a record change especially so when I haven't even received 10 plays or the equivalent of the price I pay for records."

"If the buying public, the Johnny Q. Public disk fan knew that the records he bought would not even give him twenty plays, let alone the supposed fifty and hundred plays, he would not buy records."

The survey conclusively proves that a great majority of record manufacturers are in business just for the ride, and how much they can get out of it.

Were a diskery firmly interested in their organization, he (the record manufacturer) would not be as haphazard as they are about the quality of their records.

Consensus of opinion among record distrib and juke box operators seems to be that many record makers will soon find themselves out of business. Distribs indicate that they will not hesitate to drop lines and discourage record buyers from patronizing those lines that continue to issue poor records.

Since disk distribution is the primer and alphabet in the success of any disk company, many will find that not only are they losing prestige, but they are losing business as well.

Distributors are quick to realize the many problems confronting the music operator today, and also realize that the music op represents more than 30% of his total sales potential, and are therefore putting pressure upon their record label officials.

With operating costs more than double what it was in pre-war years, or during the war years themselves, music ops must secure a better quality recording.

WATCH OUT FOR
"THE TWISTER"
IT'S COMING YOUR WAY!

HOT

ON CHICAGO'S
SOUTH SIDE!

- 1** BUBBLES
Bill Moore
(Savoy 662)
- 2** ALL MY LOVE
BELONGS TO YOU
Bull Moose Jackson
(King)
- 3** 35-30
Paul Williams Sextet
(Savoy 661)
- 4** THERE'S NO YOU
The Ravens
(National 9042)
- 5** FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)
- 6** UNION MAN BLUES
Andrew Tibbs
(Aristocrat 1101)
- 7** CORN SHUCKS BLUES
Little Miss Corn Shucks
(Milton 243)
- 8** HONEY, HONEY,
HONEY
Hadda Brooks
(Modern 524)
- 9** BYE BYE BABY BLUES
The Ravens
(Hub 3033)
- 10** SOOTHE ME
Johnny Moore
(Exclusive 259)



ROY MILTON
and his SOLID SENDERS

**SENSATIONAL
ON JUKE BOXES**

SP 522 "KEEP A DOLLAR IN YOUR POCKET"
"MY BLUE HEAVEN"

SP 519 "ROY RIDES"
"WHAT'S THE USE"

"TRAIN BLUES"
"YOU MEAN SO MUCH"
SP 524

TO BE
RELEASED
April 10th

**SENSATIONAL IN
PERSONAL APPEARANCE TOURS**

Appearing:



ROYAL THEATRE, Baltimore, Md.
WEEK OF APRIL 2ND 8TH

THEN HEADING FOR A SERIES OF THEATRE,
RADIO AND ONE-NIGHT APPEARANCES THROUGHOUT
THE EAST

Personal Management
BEN C. WALLER



Specialty



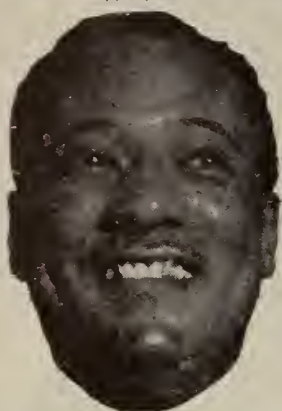
311 VENICE BLVD. LOS ANGELES 15, CALIFORNIA

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Savoy

records

WITH



PAUL WILLIAMS



and **BILL MOORE**
Will Make Your
Juke Boxes Jump!

OUR BIG **5** SPECIALS
659 Hastings St. Bounce
Way Late

661 Thirty Five-Thirty
Come With Me Baby
NO. 1 ON THE
JUKE BOX
HIT PARADE

NOW RIDING TO THE TOP

662 **BUBBLES**
Swingin' For Pappy
by **BILL MOORE**

664 Bouncing With Benson
Boogie Ride

663 Charlie Comes On
JACK POT
by **CHARLIE VENTURA**

A FEW CHOICE DISTRIBUTORSHIPS AVAILABLE

Savoy

RECORD CO., INC.

58 Market St., Newark 1, N. J.

Decca Blows Top!

So What!

NEW YORK — Reports this past week of the released sales mark reached by Decca Records, caused many in the disk and allied fields to shrug their shoulders and say — so what?

Tho the plattery's gross was higher than that of '46 — their net was lower. Decca clipped the mark at \$32,508,700, a figure which surpassed by more than 2 million their previous high. Decca's net this past year was put at \$1,618,550 — a loss of over 300,000 dollars from last year.

While those not connected with the Decca organization might possibly view the figure with a smile of respect, Decca salesmen and other employees who total up sales continued to have the general blues existing among all diskers today. MGM alone is said to be in an envious position by following up with consecutive hits.

Majestic Halts

Newark Pressing

NEW YORK — Majestic Records last week halted the pressing of disks in its Newark plant for reasons said to be centering around the idea that distributors and dealers were not exhibiting any anxiety to pay for them under the theory that the company was deeply involved in the Chandler Act, and since they were, they (the dealers and distribs) would not pay unless forced to do so.

Rumors continue to persist that offers have and are being made to buy the firm.

Existing trade reports point out that there is an alleged plan afoot by Decca Records to purchase the plattery and all its assets, principally consisting of their Newark & Elgin, Ill., pressing plants and their artists' contracts. Among the big name talent is Eddy Howard, a piece of property who would undoubtedly hypo the sales of any plattery.



The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans, La.

1 **ALL MY LOVE BELONGS TO YOU**
Bullmoose Jackson
(King)

2 **BUBBLES**
Bill Moore
(Savoy 662)

3 **THERE'S NO YOU**
The Ravens
(National 9042)

4 **SOOTHE ME**
Johnny Moore
(Exclusive 259)

5 **I LOVE YOU YES I DO**
Bull Moose Jackson
(King 4181)

6 **MY LOVE IS LIMITED**
Amos Milburn
(Alladin 201)

7 **35 - 30**
Paul Williams Sextet
(Savoy 661)

8 **JUICE HEAD BLUES**
Charlie Barnet
(Apollo 1082)

9 **HONEY, HONEY, HONEY**
Hadda Brooks
(Modern 157)

10 **ROBINS NEST**
Illinois Jacquet
(Apollo)

WATCH OUT FOR
"THE TWISTER"
IT'S COMING YOUR WAY!



The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

- 1** ALL MY LOVE BELONGS TO YOU
Bull Moose Jackson
- 2** 35-30
Paul Williams Sextet (Savoy)
- 3** BUBBLES
Bill Moore (Savoy 662)
- 4** FINE BROWN FRAME
Nellie Lutcher (Capitol 15032)
- 5** TOMORROW NIGHT
Lonnie Johnson (King 4201)
- 6** TOGETHER
The Ravens (National 9042)
- 7** GONE AGAIN
Lionel Hampton O. (Decca 24248)
- 8** WHEN I GROW TOO OLD TO DREAM
Arnett Cobb (Apollo 775)
- 9** I LOVE YOU YES I DO
Bull Moose Jackson (King 4181)
- 10** HONEY, HONEY, HONEY
Hadda Brooks (Modern 524)

PALDA #109

The ORIGINAL Recording

by the
**FERKO
STRING BAND**

backed by
Kelly and Harrigan
a Smash 2-Minute Novelty

... is smashing all records for Disk Jockey and Operator plays across the nation

Order NOW From Your Nearest Distributor

PALDA RECORD CO.

3406 LYONS AVE. PHILADELPHIA 42, PA.
TELEPHONE — SARATOGA 9-4137

MUSIC OPERATORS!!!
APRIL
"Hit Parade"
POSTER
Now Ready!!
Only 30¢
PER JUKE BOX PER MONTH

YOUR LOCATIONS NEED THEM! BIGGEST PLAY PROMOTION IDEA IN ALL MUSIC MACHINE HISTORY!! HAVE INCREASED PLAY AS MUCH AS 40% ON JUST "AVERAGE LOCATIONS"...HAVE BOOSTED EARNINGS OF \$5 SPOTS TO AN AVERAGE OF \$13.50 PER WEEK....YOU NEED "Hit Parade" POSTERS ON ALL OF YOUR JUKE BOXES, THEY WILL HELP YOU EARN REAL PROFITS AGAIN..YET ALL THEY COST IS BUT 30¢ PER POSTER PER MONTH!!! YOU CAN'T MISS...YOU MUST EARN MORE MONEY!! DON'T WASTE ANOTHER MINUTE..WIRE ..WRITE..PHONE..FOR "Hit Parade" POSTERS IMMEDIATELY TO:

HIT PARADE, Inc.
545 FIFTH AVE., NEW YORK (Tel: MU-2-1635)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



*...HERE'S YOUR CHANCE
TO DIG UP BUSINESS...*

THE CASH BOX

'SPRING SPECIAL'

*All ads go to press on
April 8 ..RUSH YOUR AD..WRITE NOW..*

THE CASH BOX

381 FOURTH AVE., NEW YORK 16, N. Y. (PHONE: MU 4-7797)

BRANCH OFFICES: CHICAGO — LOS ANGELES

THE CASH BOX REPORTS

THE NATION'S

HILLBILLY
FOLK & WESTERN
JUKE BOX TUNES1 SLAP 'ER DOWN
AGIN, PAWEsmerelda
(Musicraft 524)2 WALTZ OF THE
WINDRoy Acuff
(Columbia 38042)

3 CLOSED FOR REPAIRS

Bob Wills
(MGM 10139)4 PEEPIN' THRU THE
KEYHOLEJohnny Tyler
(Victor 20-2620)

5 NEVER TRUST A MAN

Rosalie Allen
(Victor 20-2608)ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITYI'M MY OWN
GRANDPALonzo & Oscar
(Victor 20-2563)DON'T FLIRT WITH
MEHank Thompson
(Capitol 40085)

BUBBLES IN MY BEER

Bob Wills
(MGM 10116)SIGNED, SEALED AND
DELIVEREDCowboy Copas
(King 658)

ANYTIME

Eddy Arnold
(Victor 20-2700)King Records In Strong Position
In Race Field-Ops Laud Plattery

CINCINNATI, O. — Firmly showing the way since a definite plan of expanding their record lines in territories throughout the nation, King Records, with headquarters in this city, have definitely made their mark in the race record field.

Teeling off after their increase in distribution offices was announced, the plattery scored with Bull Moose Jackson's recording of "I Love You Yes I Do"—and impressed the buying public to such an extent, that the plattery found other material moving just as well. The firm's policy of close cooperation with dealers and juke box operators evidently is paying off.

A survey made among ops in various sections of the country shows that most are anxious to do business with the King plattery.

In addition to their prime position in the race field, King is solidly entrenched as a fore-runner in the folk and western music business. The great success of Cowboy Copas' "Signed, Sealed & Delivered" is currently clicking for the plattery.

King recently announced the opening of new offices in eight principal cities in the nation, in addition to their Cincinnati office.

The firm has also added employees to act as direct contact people to the many juke box operators currently on the King bandwagon. Cooperation has definitely payed off for the King plattery.

WINS Announces
Poll Winners

NEW YORK — This years annual WINS crooner poll, conducted by airshow "Singing Battle Royal" with Geoffrey Davis as moderator evoked startled sighs and surprise to many in the music field. The poll announced this past week placed 1) Frank Sinatra 2) Alan Dale 3) Vic Damone 4) Perry Como 5) Andy Russell 6) Bing Crosby.

Big surprise was the sensational showing of Alan Dale, young balladeer who has made his mark via "Oh Marie" on Signature waltz.

Many noted the absence of piper Dick Haymes from the ranks of the poll, which has a very strong listening audience.

THOUGHTLESS

the record
that started the riot

BUDDY KAYE

Quintet with
Tune-Timers

M-G-M #10137

"The More I play
'RHUMBA JUBILEE' THE
MORE I LIKE IT"

Says

TEDD

LAWRENCE

Disk Jockey
W H N, N. Y.More and More Disk Jockeys
agree on"RHUMBA
JUBILEE"

(The Clap-hands Novelty)

by

RAMON LITTEE

and his Orchestra

on

366
BROADWAY
NEW YORK
13, N. Y.

MOON MULLICAN

SWEETER THAN THE FLOWERS

backed by

(Left My Heart In Texas)

KING 673

1540 BREWSTER AVE.
CINCINNATI 7, OHIO

America's No.
Juke Box
Attraction!

1



Eddy HOWARD

and his Orchestra

BIG in the
BOXES with

SLEEPER OF THE WEEK

"NOW IS THE HOUR"

"TRUE"

MAJESTIC No. 1190

"BEG YOUR PARDON"

"AN OLD SOMBRERO"

MAJESTIC No. 1220

"BUT BEAUTIFUL"

"MY COUSIN
LOUELLA"

MAJESTIC No. 1214

Be sure to listen to our new Radio
Show — "Sheaffer Parade" for
Sheaffer Pen Co.

Sundays, 3-3:30 P.M., E.D.T. over
NBC—Coast to Coast.

Cash in on America's Number 1 Juke Box Attraction—

Spot these HIT

Majestic

RECORDS in your machines.

Rollin' Round

RANDOLPH

CHICAGO — Del Courtney expecting an new release of.. "Dream Peddler", which he waxed for Vitacoustic..... Ray Herbeck, now in Salt Lake City, will follow Guy Claridge into Martinique... ..George Olsen reports his "Bye Bye Blackbird" is enjoying a real sales spurt around the nation....Warner Brothers all excited over their oldie clickers, "Four Leaf Clover" also "Bye Bye Blackbird", and now "Baby Face".....Some of the boys rumoring it around that Guy Claridge is following...Art Kassell into the BlackhawkDarwin Dane, Tower's clicker, into the College Inn for a week's stand...it came as quite a pleasant surprise to Darwin....we're told.

Phil Levant's ork with lovely Shirley White clicking at the Green Mill Ballroom.....Jackie Hilliard, singing star of the Latin Quarter's new review, is a young Chicagoan who's been singing among the brightest lites in this town since he was 15...his personality... his voice.....putting him up on top....Will Back and his ork plus vocalist, Eunice Clark, winning applause at the Melody Mill Ballroom... ..Gene Austin, who did a job of rocking the nation some years back with "My Blue Heaven" is coming back to the Windy City via the College Inn next month..... Johnny Bothwell and his alto reed keeping feet stepping at Tin Pan Alley.

Connie Haines, fresh from N.Y.triumphs and now a Signature Record star, is wow-ing 'em (as this gal always does) at the Chez Paree..... Mercury's caravan opens at the Opera House here...April 11 with Eddie Hubbard doing the Emceeing....Clyde McCoy doing a whale of a swellish job at the Oriental and all juke box ops still recalling his great world famed "Sugar Blues".....and still the best the ops tell me.....the gal doing the vocal job for the McCoy ork is.....Billie Jane Bennett....Jerry Abbott who clicked with his first disk "Just Friends" back in town

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

HOT

ON CENTRAL AVE.
in
LOS ANGELES

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In Los Angeles, Cal.

1 ALL MY LOVE
BELONGS TO YOU
Bull Moose Jackson
(King 4189)

2 YOU DON'T LOVE ME
Camille Howard
(Specialty 307)

3 TEAR DROP BLUES
Jimmy Liggins
(Specialty 521)

4 FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)

5 KEEP A DOLLAR
IN YOUR POCKET
Roy Milton
(Specialty 522)

6 INFLATION BLUES
Louis Jordan
(Decca 24381)

7 TOMORROW NIGHT
Lonnie Johnson
(King 4201)

8 I LOVE YOU YES
I DO
Bull Moose Jackson
(King 4181)

9 WRITE ME A
LETTER
The Ravens
(National 9038)

10 RECESS IN HEAVEN
Dan Grisson
(Jewel 2004)

Musicraft Adds Four Distribs

NEW YORK — Four new disk distributors have been added to the fast growing Musicraft chain this past week. Oliver Sabin Musicraft's Director of National Sales, disclosed that the additions are in line with president Jack Meyerson's plan of blanketing the nation with distributors. The recent appointees named are:

Mr. Leonard Schmitt, of Allied Appliance Dist Co, Memphis, Tenn.; Joseph Salpietro, Commercial Dist. Co., Kansas City, Mo.; Wm. W. Davis, Davis Sales,; Denver, Colo.; and Al Young, Nola Dist. New Orleans, La.

Harry Sultan and Jack Hochman, national sales managers for the firm, are currently making extensive trips throughout the nation in a concerted effort to coordinate and promote the diskery.

Jack Meyerson has also appointed Lou Larkin and Fran Jackson to handle radio promotion and also publicity on the the W. Coast and in Chicago. Mr. Larkin was formerly with the Hollywood Reporter in California.

Nat Cohn Bows In Music Pub Biz

NEW YORK—Nat Cohn, prexy of Gen Records Co., Inc., and Modern Music Sales Co this city, disclosed the formation of the new Click Music Publishing Company, as a subsidiary of the parent platter firm.

Initial songs to be published by the firm will be two originals by '88'er Dolph Traymon. Music is titled "Sinbad The Samba" and "Manana Rhumba", currently receiving raves on phonos across the land.

Click Music has signed an agreement to clear thru Broadcast Music Inc., and will shortly open a West Coast office.

Palda Disc Clips 300,000 Sales

NEW YORK—Current smash disk of "Heartbreaker" on Palda wax has clipped the 300,000 mark in sales. Disk was one of the first to start the trend for string band music.

David Miller, prexy of the firm has expanded his distribution; now cover all 48 states and Canada. Latest release for the firm is "Baby Face" and "Take Me Out To The Ball Game".



The RAVENS
The Quartet You'll Rave About

Exclusive NATIONAL
Recording Artists

UNIVERSAL
"ATTRACTIONS"
347 Madison Ave.
New York

DOUBLE-DECKER SMASH
"TOGETHER"
"THERE'S NO YOU"
National 9042

WATCH
For
"HEARTBREAKER"
Aqua String Band
5119



MERCURY RECORDS

BEST BET



DANA

"TOOLIE OOLIE
DOOLIE"
by
MICHAEL CHIMES
HARMONICAS
Dana 2015

DANA RECORDS
286 FIFTH AVE. NEW YORK.

DeLuxe Invades Northwest Territory

LINDEN, N. J. — Jules Braun, president of the DeLuxe Record Company, in this city, announced the appointment of the Bargelt Dist. Co., to handle the firms line in Portland, O.

This is the first inroad that DeLuxe is making in this territory, generally considered by most indies as "poor" selling market.

DeLuxe never ventured into this territory before because they felt that the majority of their records did not contain enough variety to satisfy the taste of the buying public.

Since the release of 10 platters last month, their line has met with success.

London Crooner Teams With T. Dorsey Orch.

NEW YORK — The long awaited arrival of London disk balladeer Denny Dennis was due to come off this week.

Originally slated for guest appearances with the Benny Goodman ork, Dennis has changed plans and will tour with Tommy Dorsey.

CHERIO MUSIC says . . . Up Your Take With "ROSALINDA"

Recorded By

DICK THOMAS.....Decca 46114
RED BENSONRainbow 10033
AL STUARTEmbassy 1005-P
RYTVOC recommends . . .

"I'M A LONELY LITTLE PETUNIA"

Recorded By

DICK 'Two-Ton' BAKER Mercury 5083
Mercury 5083
LAWRENCE WELKDecca 24197
TOMMY TUCKERColumbia
HARMONAIRESEmbassy 1001
THE HAPPY GANG

Vic (Can.) 56-0022

Coming Up

"GIN RUMMY POLKA"

Recorded by AL STUART Emb. 1004
1585 BROADWAY, NEW YORK, N. Y.

WATCH OUT FOR "THE TWISTER" IT'S COMING YOUR WAY!

"TELL ME A STORY"

Recorded By

Frankie Carle
on Columbia 38050

LAUREL MUSIC CO.
1619 Broadway New York



Awarded
for the
Best Record
of 1947

VITA *coustic*

MEANS

"LIVING SOUND"

A SMASH JUKE BOX HIT!

"MY HAPPINESS"

featuring

JON & SONDRRA STEELE

on

DAMON RECORD D-11133-B

#1 on Kansas City boxes and
spreading rapidly!



Damon
Recording
Studios

1221 Baltimore
Kansas City, Missouri



NEVER DID A SONG HAVE BETTER RECORD BACKINGS! ...AND THEY CERTAINLY ARE APPRECIATED!

for instance, there's Peggy Lee's "Manana," Eddy Howard's "Four Leaf Clover," Buddy Clark's "You Are Never Away," Russ Morgan's "Beg Your Pardon," Bob Houston's "Pianissimo."

but

all Dressed up with a
Broken Heart..

REFUSED TO BE LOST IN THE SHUFFLE
AND IS NOW A REAL HIT IN ITS OWN RIGHT!

BULLET 1009 - THE FIVE BARS
CAPITOL 15022 - PEGGY LEE
COLUMBIA 37985 - BUDDY CLARK

DANCE-TONE 176 - PHIL REED
DECCA 24339 - RUSS MORGAN
DIAMOND 2090 - JERRY COOPER

M.G.M. 10118 - BOB HOUSTON
MAJESTIC 1236 - EDDY HOWARD

MERCURY 5093 - JOHN LAURENZ
NATIONAL 7019 - ALAN GERARD
SIGNATURE 15176 - ALAN DALE

TOWER 1263 - JACK OWENS
UNIVERSAL 8558 - GLORIA VAN
VICTOR 20-2749 - BILL JOHNSON

EDWARD B. MARKS MUSIC CORPORATION

RCA BUILDING

RADIO CITY

NEW YORK

HAROLD LEE, General Professional Manager

DISKS GET BIG EXPLOITATION AS WIRE MUSIC FIELD KEEPS EXPANDING FAST

NEW YORK - Possibly biggest surprise to all the old time automatic music operators is the sudden and tremendous development of the wired music field.

All during the past war the field lie dormant with many of the belief that it would never assume important proportions in the coin machine industry.

In the past few months, to the surprise of all, this field has suddenly zoomed to one of the most important positions in the juke box industry, with more and more operators entering, or desiring to enter, into it.

Investigations have disclosed that the operators of both single and double channel music are giving disks greater exploitation than any other medium in the coin operated music machine field.

By constantly playing the disks over and over again, for professional, industrial, retail and other types of locations, they are popularizing a tremendous number of records which would never otherwise reach so far in the field.

Even more surprising is the fact that so many of these operators are using mechanisms which are continuously playing about 10 to 20 records without halt. This hits. The average location using a

single channel system is getting this play continuously. Customer after customer buying the time, with the result, that tunes are being made popular faster than at any other time in history.

Since the operators are the programmers, it ties right in with the new pop tunes and the entire record business is enjoying a new outlet which is sure to prove one of the most important within a very short time.

Many of the leading manufacturers will soon break in

the market with new systems along this line. This means that record exploitation can be stated to have reached a new high in the coin operated music field and every artist and diskery, as well as all the pubberies, now have in their hands another means for greater popularity and sales

Juke Box "NATURALS"

LARRY VINCENT'S

"THOSE WEDDING BELLS
ARE BREAKING UP
THAT OLD GANG
OF MINE"

PEARL No. 20

"AM I WASTING MY
TIME ON YOU"

PEARL No. 13

PEARL RECORD CO.

Route 1, Box 105, Covington, Ky.

WE DISTRIBUTE...

Most "race", "hillbilly",
and "popular" HITS

★
TOOLIE OOLIE DOOLIE

VAUGHN HORTON
CONTINENTAL 1223

★
KEEP A \$ IN YOUR POCKET

ROY MILTON
SPECIALTY 522

★
X-TEMPERANEOUS BOOGIE

CAMILLE HOWARD
SPECIALTY 307

★
WRITE OR WIRE
FOR COMPLETE CATALOG
MANGOLD DISTRIBUTING CO.
1556 W. TRADE ST., CHARLOTTE, N.C.

AMERICA'S LARGEST
INDEPENDENT
RECORD DISTRIBUTOR

Write, Wire or Phone
For Complete List and Prices

M.S. Distributing Co.

1350 E. 61st ST. • CHICAGO 37
Milt Salstone

HITS! HITS! HITS! HITS! HITS! HITS! HITS!

"SLAP 'ER DOWN AGIN, PAW"

Arthur Godfrey.....Columbia

Patsy Montana.....Victor

Smokey Rogers.....Capitol

(with Tex Williams Orch.)

Esmerelda.....Musicraft

Rex Allen.....Mercury

Red Benson.....Rainbow

Riley Shephard.....Vitacoustic

"NEVER TRUST A MAN"

Rosalie Allen.....Victor

Judy Canova.....Majestic

Patsy Garrett.....Continental

Nevada Sisters.....Banner

Strange - Amazing - Sensational
(THE MOST TALKED ABOUT RECORD OF THE YEAR)

"DECK OF CARDS"

T. Texas Tyler.....Four Star

"MURDER ON THE RADIO"

Dude Martin.....Victor

"SPANISH BELLS"

Jimmy Dolan.....Modern

Cliffie Stone.....Capitol

Porky Freeman.....Four Star

CHOICE MUSIC, INC.

AMERICAN MUSIC, INC.

9109 SUNSET BLVD., HOLLYWOOD 46, CALIF. - and - 1576 BROADWAY, NEW YORK 19, N.Y.

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE
INDIVIDUAL PURCHASE ON THE BASIS OF 1000 REC-
ORDS - LISTED IN ORDER OF POPULARITY, INCLUDING
NAME OF SONG, RECORD NUMBER, ARTISTS, AND RE-
CORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	JD—Joe Davis	RA—Rainbow
AP—Apollo	KI—King	RE—Regent
AR—Aristocrat	LI—Lissen	SA—Savoy
BU—Bullet	LO—London	SI—Signature
CA—Capitol	MA—Majestic	SP—Specialty
CE—Celebrity	ME—Mercury	SN—Standard Phono
CN—Continental	MG—M-G-M	ST—Sterling
CO—Columbia	MI—Miracle	TR—Trilon
CS—Coast	MN—Manor	UN—Universal
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicraft	VT—Vitacoustic
EX—Exclusive	NA—National	

Mar. 27 Mar. 20 Mar. 13

1—Now Is the Hour 171.6 163.6 133.6

- CA-15024—MARGARET WHITING
But Beautiful
CO-38061—HORACE HEIDT O.
I'll Never Say I Love You
CO-38115—BUDDY CLARK
Peculiar
DE-24279—BING CROSBY
Silver Threads Among The Gold
LO-110—GRACIE FIELDS
Come Back To Sorrento
ME-5103—LES PAUL TRIO
My Extraordinary Gal
MG-10125—KATE SMITH
I'll Never Say I Love You
MU-532—SHEP FIELDS O.
Lone Star Moon
MA-119J—EDDY HOWARD O.
True
SI-15178—RAY BLOCH O.
Nina-Nana
VI-20-2704—CHARLIE SPIYAK O.
Who Are We To Say

2—Manana 124.4 92.2 82.5

- CA-15022—PEGGY LEE
All Dressed Up With A Broken Heart
DE-24333—THE MILLS BROS.
I Wish I Knew The Name
LO-187—EDMUNDO ROSS
The Cocoanut

3—I'm Looking Over 123.4 84.4 158.9 a Four Leaf Clover

- CA-491—ALVINO REY ORCH.
Spanish Cavalier
CO-38100—JINNY HILL ORCH.
Show Me The Way To Go Home
CO-38082—CODY FOX
I Only Want A Buddy

Mar. 27 Mar. 20 Mar. 13

- CO-38081—ARTHUR GODFREY
The Thousand Islands Song
DE-24319—RUSS MORGAN ORCH.
Bye Bye Blackbird
ME-5100—UPTOWN STRING BAND
ME-5105—FRANKIE LAINE
MG-10119—ART MOONEY ORCH.
The Big Brass Band From Brazil
MU-543—THE POLKA DOTS
RA-10043—JIMMY SAUNDERS
Heart Breaker
SI-15117—RAY BLOCH ORCH.
But Beautiful
TR-220—ALEXANDER ORCH.
VI-20-2668—THE THREE SUNS
Eccentric
VI-20-2787—CURLY HICKS
Limehouse Blues

4—Beg Your Pardon 100.5 87.0 87.6

- BU-1700—FRANCIS CRAIG O.
CA-490—DINNING SISTERS
Melancholy
CO-38036—FRANKIE CARLE O.
The Dream Peddler
DE-24339—RUSS MORGAN O.
All Dressed Up With A Broken Heart
ME-5109—SNOOKY LANSON
MG-10140—ART MOONEY ORCH.
VI-20-2647—LARRY GREEN O.
Can It Ever Be The Same

5—Because 41.8 19.5 6.7

- VI-20-2653—PERRY COMO
If You Had All The World And Its Gold

6—Sabre Dance 40.8 23.9 7.9

- CO-38102—WOODY HERMAN O.
Swing Low, Sweet Chariot
DE-24388—VICTOR YOUNG O.
For Whom The Bell Tolls
MG-30048—MACKLIN MARROW
SI-15180—RAY BLOCH O.
Minuet In G

RE 111 - Don Henry Trio Turnpike Polka

7—But Beautiful 39.8 51.3 18.5

- CA-15024—MARGARET WHITING
Now Is The Hour
CO-38053—FRANK SINATRA
If I Only Had a Match
DE-24283—BING CROSBY
The One I Love
DE-24294—BING CROSBY
Experience
LO-142—DENNY DENNIS
A Bed of Roses
ME-5096—FRANKIE LAINE
I've Only Myself To Blame
MG-10126—ART LUND
Love Is So Terrific
MU-538—MEL TORME
Night and Day
SI-15117—RAY BLOCH
Four Leaf Clover
VI-20-2616—TEX BENEKE ORCH.
You Don't Have To Know The Language

8—Golden Earrings 38.8 48.1 56.7

- CA-15009—PEGGY LEE
I'll Dance at Your Wedding
CO-37932—DINAH SHORE
The Gentleman Is a Dope
DE-24278—BING CROSBY
Ballerina
DE-24277—VICTOR YOUNG ORCH.
All Through the Night
DE-24270—GUY LOMBARDO ORCH.
You Are Never Away
ME-3072—ANITA ELLIS
Love for Love
MG-10085—JACK FINA ORCH.
VI-20-2585—CHARLIE SPIYAK ORCH.
Tenderly

	Mar. 27	Mar. 20	Mar. 13
9—Serenade of the Bells	31.3	64.4	40.0
CA-75007—JO STAFFORD The Gentleman Is A Dope			
CO-37956—KAY KYSER ORCH. Pass That Peace Pipe			
DE-24258—GUY LOMBARDO ORCH. Sipping Cider By The Zuyder Zee			
ME-5090—VIC DAMONE I'll Dance at Your Wedding			
MG-10091—BOB HUSTON A Tune For Humming			
VI-20-2372—SAMMY KAYE ORCH. That's What Every Young Girl Should Know			
10—Ballerina	28.4	35.1	36.6
CO-38040—BUDDY CLARK It Had To Be You			
DE-24265—ENRIC MADRIGUERA O. Jungle Rhumba			
DE-24278—BING CROSBY Golden Earrings			
ME-5075—JERRY SHELTON TRIO The Stars Will Remember			
MG-10035—JIMMY DORSEY O.			
MU-15116—MEL TORME What Are You Doing New Years Eve?			
VI-20-2433—VAUGHN MONROE O. The Stars Will Remember			
11—Pianissimo	19.5	16.9	25.0
CO-38051—BUDDY CLARK You're Too Dangerous, Cherie			
DE-24309—BOB CARROLL One Raindrop Doesn't Make A Shower			
LO-141—SAM BROWNE My Cousin Louella			
ME-5089—SNOOKY LANSON			
MG-10118—BOB HOUSTON I'm All Dressed Up With A Broken Heart			
MU-527—MINDY CARSON What Do You Want To Make Those Eyes At Me For			
VI-20-2593—PERRY COMO I've Got A Feeling I'm Falling			
12—Shine	19.4	19.3	23.1
ME-5091—FRANKIE LAINE We'll Be Together Again			
13—Slap 'Er Down Agin, Paw	18.4	12.4	22.1
CO-38006—ARTHUR GODFREY			
ME-6095—REX ALLEN			
MU-524—ESMERELDY			
VI-20-2686—PATSY MONTANA			
14—I'm My Own Grandpa	17.9	24.1	29.5
CO-38068—TONY PASTOR O. The Secretary Song			
DE-24288—GUY LOMBARDO O. Frankie & Johnny			
KI-694—GRANDPA JONES			
ME-6087—TINY HILL O. The Eyes of Texas			
MG-10136—THE KORN KOBBLERS			
MU-536—ESMERELDY			
TC-20-33—THE JESTERS			
VI-20-2563—LONZO & OSCAR			
15—LITTLE WHITE LIES	15.9	2.5	6.9
CO 38114 — Dinah Shore Crying For Joy			
DE 24280 — Dick Haymes Sierra Madre			
16—Thoughtless	13.9	11.7	20.7
CA-15027—GORDON MacRAE You Were Meant For Me			
CO-38079—DORIS DAY I've Only Myself To Blame			
CS-8039—CURT MASSEY			
DE-24318—GUY LOMBARDO O. I'll Dance At Your Wedding			
LO-143—THE SQUADRONAIRES That Feathery Feelin'			
MA-1234—GEORGE OLSON O. The Dickey Bird Song			
ME-5104—VIC DAMONE Love Is So Terrific			

	Mar. 27	Mar. 20	Mar. 13
17—Matinee	13.4	17.6	11.6
CA-15041—GORDON MacRAE Feathery Feelin'			
CO-38083—BUDDY CLARK Haunted Heart			
DE-24375—BOB EBERLY It's All Over But The Crying			
VI-20-2671—VAUGHN MONROE O. If Someone Cares			
18—The Thousand Islands Song	13.3	16.3	21.2
CA-15028—JOHNNY MERCER Hooray For Love			
CO-38081—ARTHUR GODFREY Four Leaf Clover			
MG-10136—THE KORN KOBBLERS			
VI-20-2619—LOUIS PRIMA O. I'm Living A Lie			
19—Haunted Heart	13.1	15.6	5.4
CA-15023—JO STAFFORD I'm My Own Grandmaw			
CO-38083—BUDDY CLARK Matinee			
DE-24362—GUY LOMBARDO O. Saturday Night In Central Park			
DE-24370—BING CROSBY Moonlight On A White Picket Fence			
VI-20-2713—PERRY COMO Carolina Moon			
20—BABY FACE	12.9	—	—
DE 25356 — Henry King O.			
MG 10156 — Art Mooney O.			

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21 — St. Louis Blues March			
21—St. Louis Blues March	10.9	10.4	—
22—How Soon	9.9	27.3	37.4
23—Sierra Madre	7.9	18.2	18.4
24—Deck Of Cards	7.8	—	—
25—The Best Things In Life Are Free	7.5	7.8	5.8
26—Too Fat Polka	7.4	12.3	15.6
27—Ok'l Baby Dok'l	7.0	—	—
28—I'll Dance At Your Wedding	5.9	24.0	23.5
29—Lover	5.8	7.5	2.7
30—Ooh! Looka There Ain't She Pretty	3.5	—	—
31—Worry Worry Worry	1.9	6.4	—
32—The Dickey Bird Song	1.8	6.3	15.7
33—Love Is So Terrific	1.7	5.2	3.2
34—There Ought To Be A Society	1.6	—	—
35—Teresa	1.5	3.2	2.6
36—Gonna Get A Girl	1.4	2.6	8.3
37—Saturday Date	1.3	—	—
38—King Size Papa	1.2	—	—
39—All Dressed Up With A Broken Heart	1.0	1.4	4.6

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

APRIL 3, 1948

NEW YORK

1. BECAUSE (Perry Como)
2. FOUR LEAF CLOVER (Art Mooney)
3. NOW IS THE HOUR (Bing Crosby)
4. BABY FACE (Art Mooney)
5. SHINE (Frankie Laine)
6. BUT BEAUTIFUL (Margaret Whiting)
7. BEG YOUR PARDON (Francis Craig)
8. SABER DANCE (Don Henry Trio)
9. SIAP 'ER DOWN AGIN PAW (Godfrey)
10. THOUSAND ISLANDS SONG (Louis Prima)

CHICAGO

1. NOW IS THE HOUR (Eddy Howard)
2. FOUR LEAF CLOVER (Art Mooney)
3. BEG YOUR PARDON (Frankie Carle)
4. MANANA (Peggy Lee)
5. BUT BEAUTIFUL (Margaret Whiting)
6. TERESA (Vic Damone)
7. SIERRA MADRE (Ray Noble)
8. SABER DANCE (Woody Herman)
9. BABY FACE (Art Mooney)
10. SHINE (Frankie Laine)

LOS ANGELES

1. SABER DANCE (Macklin Marrow)
2. FOUR LEAF CLOVER (Benny Strong)
3. BEG YOUR PARDON (Francis Craig)
4. TERESA (Vic Damone)
5. NOW IS THE HOUR (Bing Crosby)
6. FINE BROWN FRAME (Nellie Lutchner)
7. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
8. VERONICA PLAYS HARMONICA (Jimmy & Mildred Mulcahy)
9. LOOKING FOR A SWEETHEART (Francis Craig)
10. MATINEE (Vaughn Monroe)

MILWAUKEE, WIS.

1. MANANA (Peggy Lee)
2. NOW IS THE HOUR (Margaret Whiting)
3. SHINE (Frankie Laine)
4. LOVER (Les Paul Trio)
5. BUT BEAUTIFUL (Bing Crosby)
6. FINE BROWN FRAME (Nellie Lutchner)
7. FOUR LEAF CLOVER (Art Mooney)
8. THAT'S GRATITUDE (Martha Tilton)
9. SABER DANCE (Freddy Martin)
10. PIANISSIMO (Perry Como)

MONTGOMERY, ALA.

1. FOUR LEAF CLOVER (Art Mooney)
2. BALLERINA (Vaughn Monroe)
3. PIANISSIMO (Perry Como)
4. MANANA (Peggy Lee)
5. SHINE (Frankie Laine)
6. THOUGHTLESS (Guy Lombardo)
7. SIERRA MADRE (Freddy Martin)
8. BECAUSE (Perry Como)
9. GOLDEN EARRINGS (Peggy Lee)
10. BABY FACE (Art Mooney)

SEATTLE, WASH.

1. FOUR LEAF CLOVER (Art Mooney)
2. BABY FACE (Art Mooney)
3. MANANA (Peggy Lee)
4. BEG YOUR PARDON (Frankie Carle)
5. TERESA (Vic Damone)
6. FINE BROWN FRAME (Nellie Lutchner)
7. SHINE (Frankie Laine)
8. MATINEE (Vaughn Monroe)
9. SABER DANCE (Woody Herman)
10. SIERRA MADRE (Freddy Martin)

JOLIET, ILL.

1. FOUR LEAF CLOVER (Art Mooney)
2. BEG YOUR PARDON (Francis Craig)
3. MANANA (Peggy Lee)
4. NOW IS THE HOUR (Bing Crosby)
5. SHINE (Frankie Laine)
6. YOU CAN'T BE TRUE DEAR (Ken Griffin)
7. KING SIZE PAPA (Julia Lee)
8. THOUGHTLESS (Larry Green)
9. LITTLE WHITE LIES (Dick Haymes)
10. HELEN POLKA (Walt Dana)

TOPEKA, KANS.

1. NOW IS THE HOUR (Bing Crosby)
2. FOUR LEAF CLOVER (Art Mooney)
3. MANANA (Peggy Lee)
4. HOW SOON (Jack Owens)
5. LOVER (Les Paul Trio)
6. SABER DANCE (Don Henry Trio)
7. THOUGHTLESS (Buddy Kaye Trio)
8. BECAUSE (Perry Como)
9. GOLDEN EARRINGS (Peggy Lee)
10. BEG YOUR PARDON (Francis Craig)

CARSON CITY, NEV.

1. FOUR LEAF CLOVER (Art Mooney)
2. NOW IS THE HOUR (Bing Crosby)
3. SABER DANCE (Woody Herman)
4. BEG YOUR PARDON (Francis Craig)
5. MATINEE (Vaughn Monroe)
6. BABY FACE (Art Mooney)
7. SHINE (Frankie Laine)
8. TERESA (Vic Damone)
9. GONNA GET A GIRL (Tony Pastor)
10. HELEN POLKA (Walt Dana)

DEADWOOD, S.D.

1. NOW IS THE HOUR (Margaret Whiting)
2. FOUR LEAF CLOVER (Art Mooney)
3. MANANA (Peggy Lee)
4. BUT BEAUTIFUL (Tex Beneke)
5. I'M MY OWN GRANDPA (Lonzo & Oscar)
6. SIERRA MADRE (Freddy Martin)
7. BEG YOUR PARDON (Francis Craig)
8. BECAUSE (Perry Como)
9. EASTER PARADE (Andy Russell)
10. HOW SOON (Jack Owens)

MINNEAPOLIS, MINN.

1. NOW IS THE HOUR (Bing Crosby)
2. MANANA (Peggy Lee)
3. HOW SOON (Jack Owens)
4. GOLDEN EARRINGS (Peggy Lee)
5. BEG YOUR PARDON (Francis Craig)
6. FOUR LEAF CLOVER (Art Mooney)
7. HEARTBREAKER (Farko String Band)
8. SHINE (Frankie Laine)
9. BECAUSE (Perry Como)
10. SABER DANCE (Freddy Martin)

TUCSON, ARIZ.

1. MANANA (Peggy Lee)
2. SHINE (Frankie Laine)
3. FOUR LEAF CLOVER (Art Mooney)
4. TERESA (Vic Damone)
5. BABY FACE (Art Mooney)
6. HELEN POLKA (Walt Dana)
7. TOOTIE OOLIE DOOLIE (Vaughn Horton)
8. BEG YOUR PARDON (Francis Craig)
9. BECAUSE (Perry Como)
10. BUT BEAUTIFUL (Bing Crosby)

SAN ANTONIO, TEX.

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. BALLERINA (Vaughn Monroe)
4. NOW IS THE HOUR (Bing Crosby)
5. BEG YOUR PARDON (Francis Craig)
6. HOW SOON (Jack Owens)
7. GOLDEN EARRINGS (Peggy Lee)
8. BECAUSE (Perry Como)
9. THOUGHTLESS (Buddy Kaye)
10. SHINE (Frankie Laine)

LOUISVILLE, KY.

1. FOUR LEAF CLOVER (Art Mooney)
2. MANANA (Peggy Lee)
3. SHINE (Frankie Laine)
4. BECAUSE (Perry Como)
5. PIANISSIMO (Perry Como)
6. HEARTBREAKER (Farko String Band)
7. SABER DANCE (Don Henry Trio)
8. THOUGHTLESS (Buddy Kaye Trio)
9. HOW SOON (Jack Owens)
10. BALLERINA (Vaughn Monroe)

JEFFERSON CITY, MO.

1. NOW IS THE HOUR (Bing Crosby)
2. FOUR LEAF CLOVER (Art Mooney)
3. TOOTIE OOLIE DOOLIE (Vaughn Horton)
4. BEG YOUR PARDON (Francis Craig)
5. BUT BEAUTIFUL (Margaret Whiting)
6. HELEN POLKA (Walt Dana)
7. SHINE (Frankie Laine)
8. MORE THAN EVER BEFORE (Don Reid)
9. TERESA (Vic Damone)
10. BABY FACE (Art Mooney)

TALLAHASSEE, FLA.

1. FOUR LEAF CLOVER (Art Mooney)
2. BEG YOUR PARDON (Francis Craig)
3. BALLERINA (Vaughn Monroe)
4. SHINE (Frankie Laine)
5. EASTER PARADE (Andy Russell)
6. LITTLE WHITE LIES (Dick Haymes)
7. SABER DANCE (Don Henry Trio)
8. KING SIZE PAPA (Julia Lee)
9. BABY FACE (Art Mooney)
10. HOW SOON (Jack Owens)

CHEYENNE, WYO.

1. FOUR LEAF CLOVER (Art Mooney)
2. NOW IS THE HOUR (Bing Crosby)
3. HEARTBREAKER (Farko String Band)
4. GONNA GET A GIRL (Tony Pastor)
5. TOOTIE OOLIE DOOLIE (Vaughn Horton)
6. MANANA (Peggy Lee)
7. GOLDEN EARRINGS (Peggy Lee)
8. LITTLE WHITE LIES (Dick Haymes)
9. EASTER PARADE (Andy Russell)
10. SIERRA MADRE (Freddy Martin)

CHARLESTON, W.VA.

1. MANANA (Peggy Lee)
2. SHINE (Frankie Laine)
3. TERESA (Vic Damone)
4. THOUGHTLESS (Buddy Kaye)
5. BABY FACE (Art Mooney)
6. FOUR LEAF CLOVER (Art Mooney)
7. ALL DRESSED UP WITH A BROKEN HEART (Peggy Lee)
8. GOLDEN EARRINGS (Peggy Lee)
9. SABER DANCE (Woody Herman)
10. FINE BROWN FRAME (Nellie Lutchner)

GEORGE SEEDMAN ELECTED NAMA CHAIRMAN - REGION 2



GEORGE SEEDMAN

NEW YORK - George Seedman, secretary and director of Rowe Corporation, this city, was elected Chairman of Region 2 of the National Automatic Merchandisers Association at their annual meeting held at the Hotel Commodore. Frank J. Bradley of Automatic Equipment Company, the outgoing chairman, had served the organization for the past two years.

More than 60 merchandise machine operators, manufacturers and suppliers were on hand, and heard NAMA officials report on activities of the association, and later engaged in several open round table discussions on the various phases of the business.

George Pratt, vice president of Automatic Canteen Co. and chairman of NAMA's national legislative committee, stressed the importance of keeping close watch on proposed legislation, which he states is the heart of the business. He claims that it was largely due to the action of NAMA that the recently passed "enabling act" by the New York Legislature, didn't include vendors in the bill which permits the various cities to legislate a \$25 per year tax on coin operated equipment. Pratt urged merchandise vendors to report any tax threats to the national committee immediately so that they can take the correct means to combat it.

Fred Brandstrader, NAMA legislative counsel, also spoke on tax matters, and he too, cautioned members to report to the national body on any proposed taxation level-

ed at the merchandise machine operator.

Howard Olsen, NAMA membership director, pointed out that the activities of the national organization is to aid individuals ops to conduct a profitable business. He presented NAMA "uniform operator accounting program that is planned to standardize accounting procedures applicable to operators.... Olsen then spoke of the work of the insurance committee, that is headed by Aaron Goldman of the G.B. Macke Corporation, Washington. He also outlined the progress of the traffic committee which is now working to decrease the freight rates.

W.G. Fitzgerald, president of International Ticket Company informed the gathering that the 1948 NAMA meeting will be held at the Palmer House, Chicago, on December 12 to 15th. He stated that the '47 meeting at the Palmer House was "a milestone in the history of automatic merchandising" and predicted that the next 1948 convention would be greater than ever. He urged all members to be sure to attend.

STELLA, PETERSON JOIN U.S.V.C.

CHICAGO - United States Vending Corporation announced this week the addition of two well known coinmen to their executive force.

Joe Stella, formerly with Mills Industries, Inc. as assistant sales manager of the music division, will head the service department.

Bob Peterson, who was also formerly associated with Mills Industries, will be in charge of production.

Henry T. Roberts of USVA stated that the addition of these two experienced coinmen is in keeping with the policy of the firm to bring into its fold coinmen with long experience in the field.

The firm is now shipping its new air-conditioned candy vendor to its 18 distributors.

CIG VENDORS IN PRODUCTION

NEW YORK - News reports have been received from two manufacturers to the effect that their new cigarette machines are now in production and that the vending machine merchants can soon expect to receive delivery.

From St. Louis, Mo., Ben W. Fry, president of National Vendors, Inc. announced that production was under way on their new 9E-C console model cigarette machine. This is the new merchandiser National Vendors, Inc. displayed at the NAMA show in the Palmer House, Chicago.

Capacity of the cigarette merchandiser is reported to be approximately 675 packs. The machine displays actual packs of cigarettes. This machine also features an automatic change maker which is self replenishing. It will reject a coin if the proper change is not in the change-maker at the time.

From Los Angeles, Calif., Bernie Shapiro, Adams-Fairfax Corp. announced that production had started on their cigarette merchandiser. This machine clicked with all who saw it at the past NAMASHOW. It appealed to a great many automatic merchants due to the fact that it was suitable to a tremendous number of locations where cigarette merchandisers are not being featured at this time.

Furthermore, the Adams-Fairfax A-F cigarette machine is low priced. The machine features five columns and a capacity of 140 packs. Weighs 37 lbs. The machine is 23 inches high, 23 inches wide and 8 inches deep. Stand is 36 inches high. The complete machine with stand weighs 63 pounds. It operates on 2 dimes and is loaded from the front.

News of these machines entering into production heartened automatic merchants this past week. It meant cigarette machine men claim, the field was getting under way again. Other manufacturers are expected to announce production schedules very soon.

ALL FOR \$5

Full Year

52 WEEKS SUBSCRIPTION TO THE CASH BOX

The greatest BUY in all coin machine history... and here's why...

★ **EDITORIALS** . . . that dig analytically deep into the very heart of every problem confronting the industry and point the way out. The editorials which have appeared in *The Cash Box* have won acclaim and have been read into the minutes of many of the nation's coin machine organizations. Many a bulletin board features them regularly. And thousands of reprints have been made for leading coin machine firms.

★ **NEWS** . . . regarding all the coin machine business appears on the pages of *The Cash Box* in each week's issue as, and many times, even before, it actually happens. News is illustrated, carefully edited, digested and made easily readable. As a special feature, right with the news, also appear the views and predictions of the nation's leaders.

★ **AUTOMATIC MUSIC SECTION** . . . unequalled in all the history of the juke box industry. The most complete section of its kind. Contains each week: "The Nation's Top Ten Juke Box Tunes"; "Record Reviews"; "Round The Wax Circle" and "Rollin' 'Round Randolph" two intimate, newsy columns of New York's and Chicago's music industries; "Juke Box Regional Record Reports" giving the top ten tunes in the nation's leading cities; "Hot In Harlem", "Hot On Chicago's South Side", "Hot In New Orleans" and "Hot On Central Ave. In Los Angeles" featuring the top ten race tunes in the nation's four leading race music centers; "The Nation's Big 5 Hillbilly, Folk and Western Juke Box Tunes"; "Folk & Western Record Reviews"; The famous Tunnis' "Disc-Hits Box Score" listing the 40 best selling records thruout the country; plus pictures, news, special stories and many, many other features.

★ **MANUFACTURERS' NEW EQUIPMENT** . . . a complete section devoted to the new products of the nation's leading coin machine manufacturers. Not only listing the latest models just as the factory announces them, but, also featuring the prices of all machines.

★ **AUTOMATIC MERCHANT'S SECTION** . . . an entirely new, different and better approach to the "new era in automatic selling". This section features the "A. M. Blue Book" containing the names and products (as well as the prices) of every manufacturer of vending machines in special categories. A service, as many have stated, worth its weight in gold. And, in addition, complete news and technical information regarding the entire automatic merchandising machine industry with one of its leaders featured each week on a special two color cover.

★ **AMUSEMENT MACHINE SECTION** . . . featuring the news and advertisements of the nation's leading manufacturers, distributors, jobbers and suppliers to the coin machine trade. Loaded with pictures. Bringing rapid fire, intensive, truthful coverage of the entire amusement machine industry with pithy, analytical and exact material to help all in the field.

★ **INTIMATE NEWS COLUMNS** . . . "Chicago Chatter", "Eastern Flashes", "California Clippings", as well as columns from St. Louis, New Orleans, Houston, Dallas, Minneapolis-St. Paul, Denver, Philadelphia and other cities, week after week, bringing intimate personal information in a breezy, newsy style to all the trade.

★ **COIN MACHINE MART** . . . the greatest, most complete, most outstanding, best read classified advertising pages in all the history of the coin machine industry. Truly the trading mart of the business. Buys galore. Sales each week. One of the most widely read classified sections in any publication in the nation, many have stated.



"C.M.I. BLUE BOOK"

Without any doubt the most outstanding guide to the prices of all types of machines featured by the industry. Accepted by many states. Looked up to as the one and only "official price guide" in the industry. The "C.M.I. Blue Book" is mailed entirely separate of *The Cash Box*. Special subscription to those who qualify for the "C.M.I. Blue Book" \$10 per year. Must be taken in conjunction with a subscription to *The Cash Box*.

Rush That \$5 Bill Immediately to . . .

THE CASH BOX, 381 FOURTH AVE., NEW YORK (16)



MANUFACTURERS' NEW EQUIPMENT

● ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.

Model A w/play meter	897.50
Model A without play meter	887.50
Automatic Hostess Complete 20 Station Unit	14,800.00

HIDEAWAY CAB. W/Selective Play Mech.:

W/Amplifier and Remote Volume Control.....	515.00
--	--------

HIDEAWAY CAB. W/Continuous Play Mech.:

W/Amplifier and Remote Volume Control.....	482.50
W/Amplifier—No Remote Volume Control.....	470.00
Complete—No Amp., No Volume Control.....	410.00
5c 3 wire 40 selection wall box	53.50
5-10-25c 3 wire 40 selection wall box	59.50
Stepper for 10 wall boxes	39.75
Stepper for 25 wall boxes	42.75

AIREON

Coronet 400	\$495.00
Blonde Bombshell	595.00
Fiesta DeLuxe	595.00
Super DeLuxe	595.00
48' Model Hideaway	299.50
48' Model "trio" wall and bar box	59.50
48' Model X — Rotomatic receiver.....	29.50
48' Model — Universal 30 wire adapter	29.50
48' Carillon Speaker	37.50
48' Melodeon Speaker	27.50
48' Impressario Speaker	19.50

FILBEN

Miracle Cabinet	325.00
30 Selection Stowaway Mech.	398.00

BUCKLEY

Music Box	25.00
-----------------	-------

MILLS INDUSTRIES

Constellation	795.00
---------------------	--------

PACKARD MFG. CORP.

Manhattan Phonograph	695.00
Hideaway Model 400	383.00
Model 1000 Spkr. — Paradise.....	129.50
Butler Wall Box Hi-Chrome 5c	32.50
Butler Wall Box Hi-Chrome 10c	33.95
950 Speaker	35.00
650 Speaker	16.50

ROCK-OLA

Magic-glo Phonograph	No Price Set
Model 1807 Moderne Corner Spkr.	107.50
Model 1906 Remote Volume Control	6.90
Model 1530 Wall Box	39.50
Model 1603 Wall Speaker	42.50
Model 1606 Tonette Wall Speaker	21.50
Model 1608 Tone-O-Lier Speaker	65.00
Model 1607 Tonette Wall Speaker	19.75
Model 1531 DeLuxe Bar Bracket	8.25
Model 1533 Universal Bar Bracket	3.90
Model 1795 Wall Box Line Booster	16.35

SCOTTO MUSIC CO.

Music Master Cabinet	325.00
Melody Master Cabinet	285.00
Remote Master Cabinet	315.00

SEEBURG

148-M Symphonola	965.00
148-S Symphonola	895.00
H-148-M RC Special	564.00
Wireless Wallomatic	58.50
Wired Wallomatic	49.75
5-10-25c Wireless Wallomatic	87.50
5-10-25c Wired Wallomatic	75.00
Teardrop Speaker	19.95
RS4-8 Recess Wall & Ceiling Speaker	18.00
1948 Door & Dome	102.50

MUSIC

WURLITZER

Model 1100 Standard	\$999.50
Model 1080A Colonial	899.50
Model 1017A Concealed chngr. w/ stepper	529.50
Model 1015 Standard	914.50
Model 1080 Colonial	875.00
Model 1017 Concealed chngr. w/ stepper	499.50
Model 2140 5-10¢ Wireless	50.00
Model 3025 5¢ 3-wire	49.50
Model 3045 Wireless	59.50
Model 3020 5-10-25c 3-wire	69.50
Model 3031 5c 30-wire	39.50
Model 212 Master Unit	70.00
Model 215 Wireless Transmitter	17.50
Model 216 Wireless Impulse Receiver	22.50
Model 217 Auxiliary Amplifier	35.00
Model 218 30-wire Adapter Terminal Box....	15.00
Model 219 Stepper	46.50
Model 4000 8" Metal Star Speaker	45.00
Model 4002 8" Plastic Star Speaker	45.00
Model 4004A 8" Metal Musical Note Speaker..	30.00
Model 4005 8" Walnut Round Speaker	22.50
Model 4005A 8" Walnut Round Speaker	25.00
Model 4006A 8" Deluxe, Walnut Round Mirror.	35.00
Model 4007 12" Intermediate Deluxe Speaker..	135.00
Model 4008 15" Deluxe Speaker	185.50

PINS

BALLY

Ballerina	289.50
-----------------	--------

CHICAGO COIN

Catalina	275.00
----------------	--------

GENCO

Triple Action	289.50
---------------------	--------

EXHIBIT

Banjo	No Price Set
-------------	--------------

GOTTLIEB

Cinderella	No Price Set
------------------	--------------

MARVEL

Gold Mine	289.50
Gold Mine w/4 play chute	299.50

J. H. KEENEY CO.

Cover Girl	265.00
------------------	--------

P & S MACH. CO.

Tom Tom	299.00
---------------	--------

UNITED MFG. CO.

Manhattan	275.00
-----------------	--------

WILLIAMS MFG. CO.

Tennessee	299.50
-----------------	--------

COUNTER GAMES

A.B.T. MFG. CORP.

Challenger	65.00
------------------	-------

BALLY MFG. CO.

Heavy Hitter	184.50
w/stand	196.50

GOTTLIEB

DeLuxe Grip Scale	39.50
-------------------------	-------

GROETCHEN MFG. CO.

Camera Chief	19.95
--------------------	-------

ROLL DOWNS

BALLY

Hy-Roll	499.50
---------------	--------

CHICAGO COIN

Roll Down	395.00
-----------------	--------

EDELMAN AMUSE.

Tin Pan Alley	275.00
---------------------	--------

GENCO

Bing-A-Roll	499.50
-------------------	--------

GEO. PONZER CO.

Pro-Score	495.00
-----------------	--------

UNITED MFG. CO.

Tropicana Roll Down	395.00
---------------------------	--------

WILLIAMS MFG. CO.

Box Score	375.50
-----------------	--------

ONE-BALLS

BALLY

Jockey Special	645.00
Jockey Club	645.00
Gold Cup, F. P.	645.00
Trophy, P. O.	645.00



BELLS

BELL-O-MATIC CORP.	
5c Jewel Bell	248.00
10c Jewel Bell	253.00
25c Jewel Bell	258.00
50c Jewel Bell	338.00
Spinning Reels	No Price Set
Black Gold Bell	No Price Set
GROETCHEN	
Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50
MILLS SALES CO. LTD.	
Dollar Bell	No Price Set
O. D. JENNINGS	
5c Std Chiefs	269.00
10c Std Chiefs	279.00
25c Std Chiefs	289.00
50c Bronze & Std Chiefs	399.00
5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00
25c Super DeLuxe Club Chief	344.00
50c Super DeLuxe Club Chief	454.00
PACE	
5c DeLuxe Chrome Bell	245.00
10c DeLuxe Chrome Bell	255.00
25c DeLuxe Chrome Bell	265.00
50c DeLuxe Chrome Bell	375.00
\$1.00 DeLuxe Chrome Bell	550.00
5c Rocket Slug Proof	245.00
10c Rocket Slug Proof	255.00
25c Rocket Slug Proof	265.00

CONSOLES

BALLY	
Wild Lemon	\$542.50
Double-Up	542.50
DeLuxe Draw Bell 5c	512.50
DeLuxe Draw Bell 25c	532.50
Hi-Boy	424.00
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00
BELL-O-MATIC	
Three Bells, 1947	735.00
BUCKLEY	
Track Odds DD JP	1250.00
Parlay Long Shot	1250.00
EVANS	
Bangtails 5c Comb 7 Coin	No Price Set
Bangtails 25c Comb 7 Coin	No Price Set
Bangtail JP	No Price Set
Bangtail FP PO JP	No Price Set
Evans Races	No Price Set
Casino Bell	No Price Set
1946 Galloping Dominoes JP	No Price Set
Winter Book JP	No Price Set

GROETCHEN TOOL & MFG. CO.	
Columbia Twin Falls	485.00
O. D. JENNINGS	
Challenger 5-25	595.00
Club Console	499.00
DeLuxe Club Console	529.00
Super DeLuxe Club Console	545.00
J. H. KEENEY CO.	
Gold Nugget	800.00
PACE	
3-Way Bell Console 5c-10c-25c	\$690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
1.00 Royal Console	650.00

ARCADE TYPE

BALLY MFG. CO.	
Big Inning	539.50
Bally Bowler	539.50
H. C. EVANS CO.	
Bat-A-Score	No Price Set
EDELMAN AMUSEMENT DEVICES	
Flash Bowler	
13'-8"	475.00
11'-8"	450.00
10'-8"	450.00
Belgian Pool	319.50

ARCADE TYPE (continued)
INTERNATIONAL MUTOSCOPE CORP.

Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
Fishing Well	375.00
Silver Gloves	375.00

PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES

Bally	21 x 41
Chicago Coin	21 x 41
Exhibit	21 x 41
Gottlieb	21 x 43
Keeney	21 x 41
Marvel	21 x 41
United	21 x 41
Williams	21 x 43

COILS — PIN GAMES

WILLIAMS:

10 Ohms	W— 7
125 Ohms	W—10
200 Ohms	W—15
10-100 Ohms	W—20
W—5 w/bracket	W—28
	W—30

GOTTLIEB:

R-20-1	A20-8
R-20-4	A-580
R-20-5	R-20-2
A-20-4	R-20-3
SM20-1	C-20-1
SM20-2	C-20-3
A20-2	C-20-2
A20-3	2 make relay
A20-6	3 make relay

BALLY:

A-25	150 ohm 45v
A-26	550 ohm 115v
A-30	E-23
A-31	E-28
H-24	R-28
H-27	E-31
H-31	J-29
G-28	C-1886
O-31	C-27
W-21	C-28
W-24	C-29
90 ohm 50v	
5 ohm 6v	

CHICAGO COIN:

2876 complete	R-237
2876 brackets	R-239
2876 coil	X-299
2876 brass sleeve	X-298
P-273	U-298
X-327	O-273

UNITED:

6-23	2-24
6-28	3-23
6-29	4-24
12-23	5-25
12-24	5-28
123	

EXHIBIT:

827	628
123	525
223	528
124	1625
624	1222
629	1223
631	1224

GENCO:

24 Medium	No. 30
24 Plain	No. 29
J-102	No. 26
J-99	

As a service to repair and servicemen in the coin machine industry, *The Cash Box* herewith lists parts and supplies information. Additional information concerning standard parts and supplies will be listed in the future. Manufacturers desiring such listing are requested to contact *The Cash Box* immediately.

Buckley BUILDS THE *Best*

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:

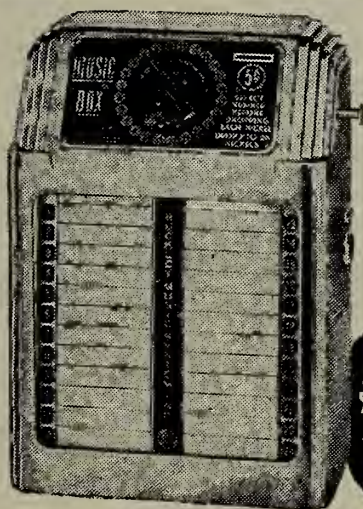
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates..

\$50⁰⁰



THE NEW *Music Box*



\$25⁰⁰

Buckley gave Music Operators the **FIRST** practical and profitable music box at the **LOWEST PRICE**. Today, Buckley leads the field by offering a **NEW** music box of advanced design and perfection at a **NEW LOW PRICE**.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view, Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

\$1250⁰⁰



Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

WILLIAM J. BURNS INT'L DETECTIVE AGENCY RECOGNIZE COIN MACHINE BIZ

World Renowned Protective Agency Will Cover All Types of Machines. Former Prohibitive Cost Now Reduced for Coinmen. Will Obtain Service at Low Fee. Year's Test by Noted Coinman Proves Effectiveness.

NEW YORK—The reknowned Wm. J. Burns International Detective Agency, with offices in principal cities of the world, have recognized the coin machine industry.

This announcement was made this past week by one of the officers of the organization after completing a full year test to prove the effectiveness of the service for one of the nation's leading coin machine operators.

The protective agency has asked that the name of this operator be withheld from any publicity.

They have documents proving that malicious mischief, vandalism and theft from the machines were halted by the use of their world famous signs, which were attached to over 100 machines owned by this operator.

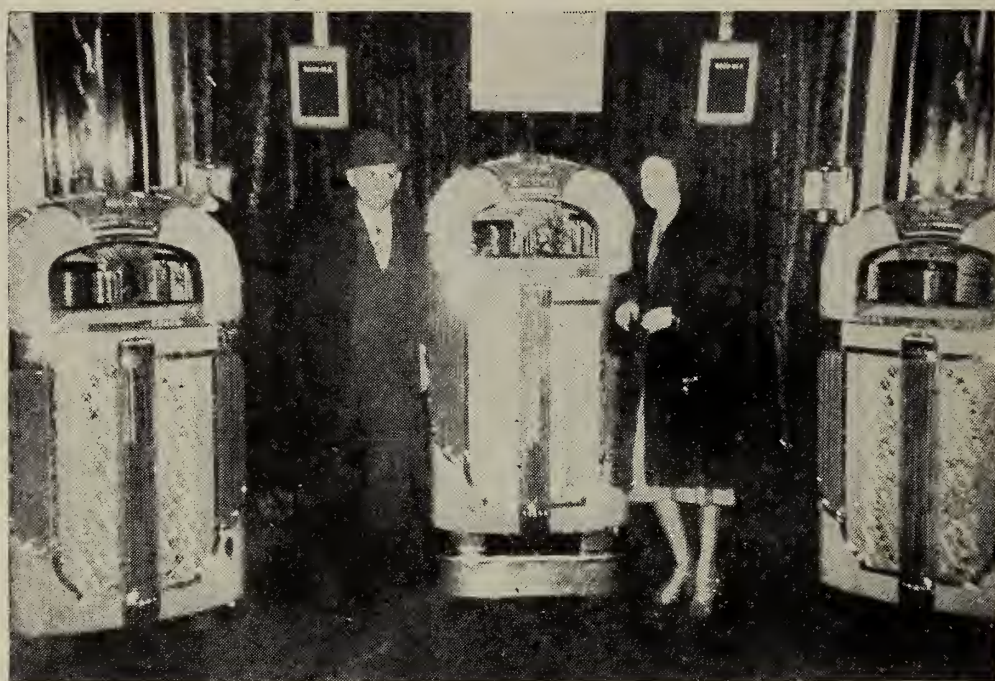
They have also announced that due to the fact their service proved of such great effectiveness they are now willing to cover every type of coin operated machine and will do so at a very nominal fee for coin machine people.

The firm which has all the rights to this service for the special benefit of coin machine operators is: Coin Machine Operators of America Inc., Washington, D.C.

This firm has arranged for a saving of over 50% for all coin machine operators who wish to enjoy this protection from the usual fee that is charged by the William J. Burns International Detective Agency.

Not only will they cover all machines, but will also investigate and cover all employees, will conduct all special investigations and will also continue to have secret operatives on guard wherever machines are on location.

MINN. OP WITH ROCK-OLA MAGIC-GLO



ST. PAUL, MINN. — Archie LaBeau of LaBeau Novelty Sales Company, this city, recently played host to Mr. and Mrs. Frank Mager of Grand Rapids, who are pictured above. It is reported Mager placed a substantial order with the firm for the new Rock-Ola "Magic-Glo" phonos.

Distributor in LOUISIANA
TEXAS - ALA. - ARK. and MISS.
for

**THE NEW 1948
BUCKLEY LINE
CONSOLE DIST. CO.**

1006 Poydras St., New Orleans, La.
Phone: RA 3811

SAM TRIDICO BOB BUCKLEY
"CRISS-CROSS" BELL; DAILY DOUBLE
TRACK ODDS; 1948 WALL & BAR BOX.

IT'S HOT!

**Williams' New B-BALL
TENNESSEE**

• HOLD BONUS SCORE •
JACKPOT BONUS • FLIPPER
ACTION • HIGHEST HIGH SCORE
ORDER NOW!

King-Tin

EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
826 Mills Street Phone 2-0321

DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Ph: Temple 2-5788



JOE ASH

Active Amusement Machines Co.
666 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495
98 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

**ACTIVE
Reconditioned
GAMES
'NUFF
SAID!**

For A
Complete
List of
Specials
Drop a Line
to Any One
of Our
3 Offices

HERE'S A BUY!

COIN METERS for Radio
& Laundry Machines

Radio or Laundry Apparatus Coin Meters,
25c Coin Chute, set for 2-hr. period. Equipped
with Chicago Lock and Keys. New, in orig-
inal cartons. American Time Corp. product
with Haydon motors, 110-V., 2.2-W., 60-Cycle.
Priced attractively for FAST
turnover, in quantity lots.

W. J. CONNERS

540 Lake Shore Drive, Suite 406
Chicago 11, Illinois

FIRST CLASS
PERMIT No. 43309
(Sec. 510, P. L. & R.)
NEW YORK, N. Y.

BUSINESS REPLY CARD

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

4c—POSTAGE WILL BE PAID BY—

THE CASH BOX

381 FOURTH AVENUE

NEW YORK (16), N. Y.



USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP
TUNES FOR THIS WEEK

NAME OF RECORD HERE

ARTIST OR BAND HERE

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

NAME

FIRM

ADDRESS

CITY

STATE

OPS WITH WESTERN AND FOLK TUNES—USE THIS SECTION
TO LIST YOUR FIVE TOP WESTERN AND FOLK TUNES
FOR THIS WEEK

NAME OF RECORD HERE

ARTIST OR BAND HERE

1.
2.
3.
4.
5.

WHAT WESTERN AND FOLK TUNES NOT LISTED ABOVE ARE COMING

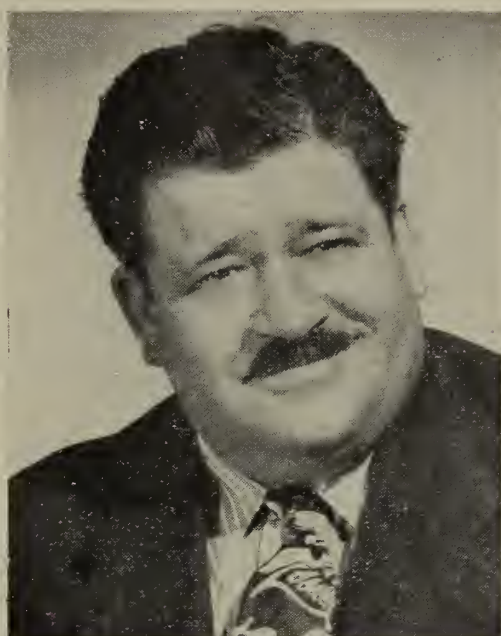
UP

NAME

FIRM

ADDRESS

Bally proudly presents



R. F. JONES

**as Bally Regional Distributor for
NORTHERN CALIFORNIA and NEVADA**

WITH HEADQUARTERS AT

R. F. JONES DISTRIBUTING COMPANY

1263 MISSION STREET

SAN FRANCISCO 3, CALIFORNIA

PHONE: HEMLOCK 1-9815

JONES DISTRIBUTING COMPANY

127 EAST 2nd SOUTH
SALT LAKE CITY 1, UTAH

14 WELTON STREET
DENVER 2, COLORADO

R. F. Jones will give every operator, jobber and distributor in his territory the kind of co-operation and service that insures maximum profit to each and everyone from the great Bally line of coin-operated equipment.

GET TOGETHER WITH JONES AND . . . LET'S GO!

George Jenkins, Vice President and General Sales Manager

BALLY MANUFACTURING COMPANY



You Won't Need a Magic Wand When You Operate **CINDERELLA**

Scintillating
APPEAL!

Fascinating
ACTION!

Real Earning
POWER!

Just put CINDERELLA on location. Watch the dependably bigger earnings. You'll say, "It's like magic!"

The Original
FLIPPER BUMPERS

ROTATION SEQUENCE
HIGH SCORE • KICKER POCKETS
plus

DOUBLE BONUS
and **BONUS BUILD-UP**

"There is no substitute
for Quality!"

SEE YOUR
DISTRIBUTOR
WITHOUT DELAY

D. Gottlieb & Co.

1140 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



SPRING IS IN THE AIR

Scientific on Pokerino
Is Like
Sterling on Silver

WRITE FOR DETAILS
ABOUT A
POKERINO CONCESSION

**SCIENTIFIC
MACHINE CORP.**

79 CLIFTON PLACE, BROOKLYN 5, N. Y.
Phones: NEvins 8-0566,-7,-8

PRAISES WOLBERG PLAN



SAM WOLBERG

balls for 5¢' because in a great many places, free plays are ruled 'a thing of value', and more balls are obtained without another nickel, there would be quite an argument about this. I suggest that the manufacturers put on the card '5¢ Per Game - For Amusement Only.' The operators and the location owners can do the rest"

The headline on March's card reads, "For Amusement Only - No Gambling Allowed." Below this he features "5¢ Per Game" and explains this with "'Per Game' means the use of the balls as long as they are available without depositing another coin." He then explains how to play the game and finishes the bottom of his card with "No Prizes - No Free Plays - No Awards."

Sam wolberg rightfully believes that, in this fashion, many more people would be attracted to playing pin balls because of the economical and relaxing entertainment which they provide.

BRATTLEBORO, VT.- Hal March, well known amusement machine op, this city, took time out this past week to praise the suggestion offered in the March 13 issue of "The Cash Box" by Sam Wolberg of Chicago Coin Machine Co., regarding the fact that a card should appear on all pinball games reading "Entertainment For Sale - Only 5¢."

March believes, tho, that this suggestion should be carried out even further. He claims "First, and I have said this before, the machines should not read '5

SENSATIONAL
PRICES
ON
USED
PHONOGRAPHS
AND
GAMES!
WRITE
FOR
PRICE
LIST!

SCOTT-CROSSE CO.
1423 SPRING GARDEN STREET
PHILADELPHIA, PA.
Rittenhouse 6-7712

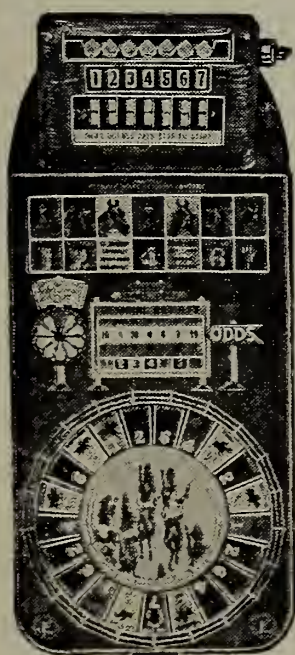
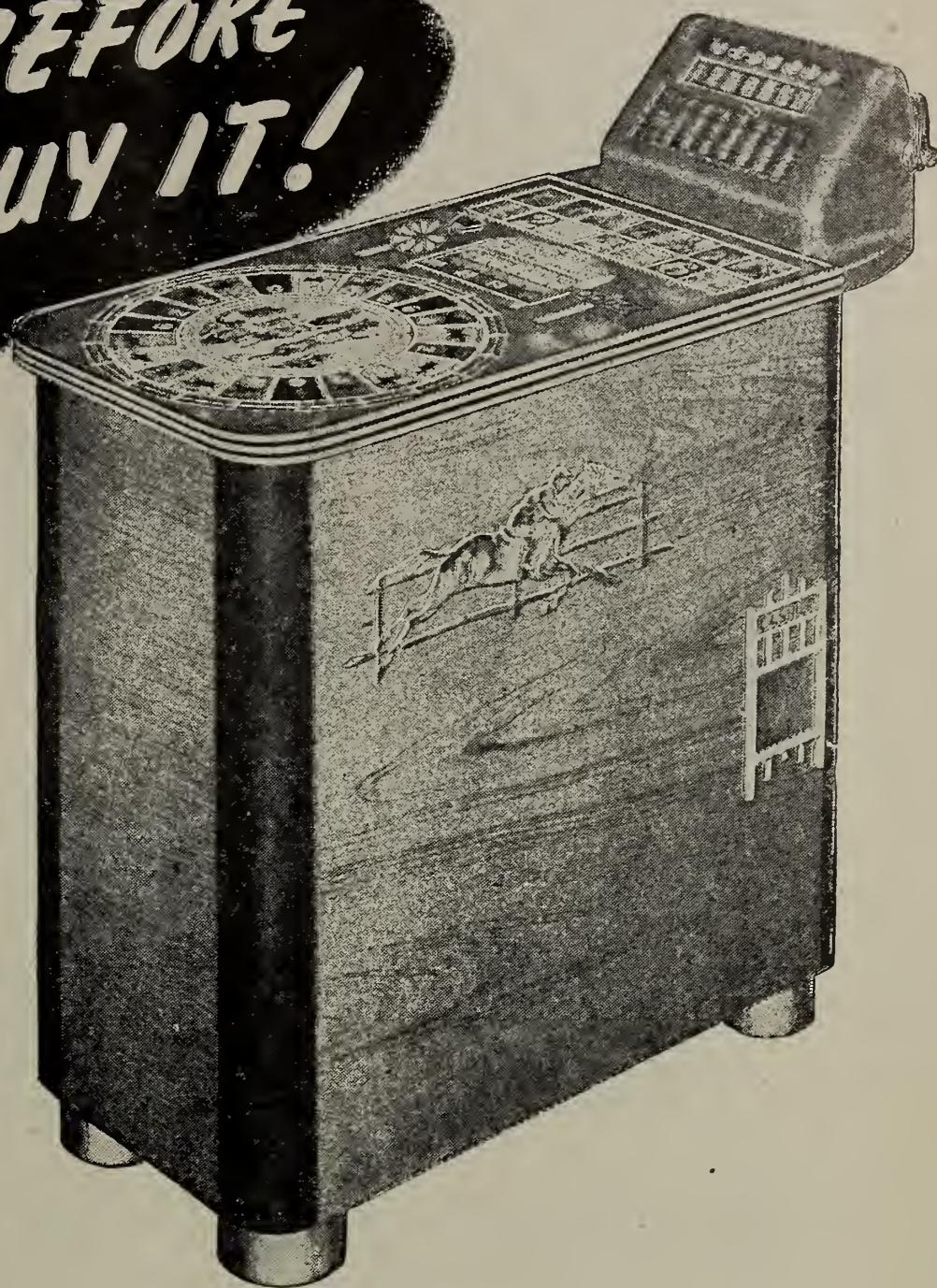
*Try it BEFORE
You BUY IT!*

BUCKLEY TRACK ODDS AND PARLAY LONG SHOT

Hundreds of operators know from actual experience that Track Odds and Parlay Long Shot are the greatest money-makers ever offered to the coin machine trade.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.

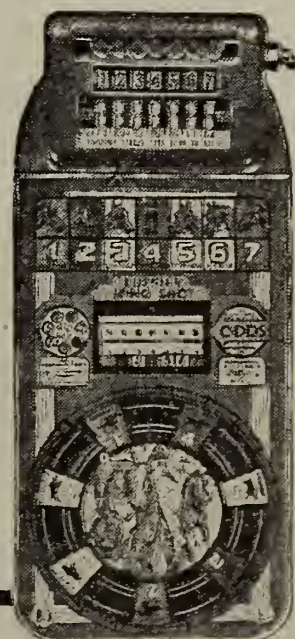


TRACK ODDS

Illustration at the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT

Illustration on the right shows Buckley PARLAY top glass. Notice the big odds—10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.



SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds and Parlay Long Shot will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds or Parlay Long Shot will be placed and we will recommend the model for your particular location.



Buckley Manufacturing Co.

4223 WEST LAKE STREET CHICAGO 24, ILLINOIS

April 8th IS THE DATE



CLOSING DATE OF THE CASH BOX 'SPRING SPECIAL'

Will reach the entire industry at the most active "buying" period of the year. Operators are busy preparing for the "lush" playing weeks on location—when favorable weather draws increased play to all equipment.

**MANUFACTURERS
DISTRIBUTORS
JOBBER**

**PHONE — WIRE — WRITE US YOUR
SPACE RESERVATION — TODAY!**

MAIL YOUR AD EARLY FOR CHOICE POSITION

THE CASH BOX

381 FOURTH AVE., NEW YORK 16, N. Y. (PHONE: MU 4-7797)

BRANCH OFFICES: CHICAGO — LOS ANGELES

EVERYBODY'S HEADIN' FOR TENNESSEE

Williams

TERRIFIC 5-BALL THRILLER with

- UNIQUE FLIPPER ACTION
- SEQUENCE • 3 SPOT ROLL-OVERS
- PREMIUM SCORE • DOUBLE
PREMIUM SCORE • RESERVE SCORE
- HIGHEST HIGH SCORE plus
- WILLIAMS NEW PYLON LIGHTS!

HEAD FOR YOUR
DISTRIBUTOR NOW
FOR IMMEDIATE
DELIVERY!

Williams
MANUFACTURING
COMPANY

161 W. HURON STREET
CHICAGO 10, ILLINOIS



4-STATE CONVENTION TO BE GREAT MEET

Scheduled For Radison Hotel,
Minneapolis, Minn. April 26 & 27

STILLWATER, MINN.—The four state convention, sponsored by the Minnesota, Wisconsin, North Dakota and So. Dakota Phonograph Associations scheduled to be held at the Radisson Hotel, Minneapolis, Minn. on April 26 and 27, is expected to be a complete sellout.

Ken Ferguson, of Stillwater, Minn. reports that indications are that this convention will be the greatest ever in its 14 yrs. of meetings. An attractive program has been laid out by the committee. Sunday, April 25 is open for exhibitors to move in to the hotel and set up.

Monday is registration day. Exhibit hours are from 10:00 A.M. to 1:00 P.M., and from 5:00 P.M. to 10:00 P.M. Program inclu-

des luncheon and open meeting.

Tuesday, the exhibition floor is open from 10:00 A.M. to 6:30 P.M. Banquet, addresses and awarding of prizes will take place in the Main and Junior Ballrooms following the closing of the exhibition floor.

Ken Ferguson suggests that all inquiries for information be addressed to him at 1014 W. Ramsey St., Stillwater, Minn., or to the Minnesota Amusement Games Association, 713 Pioneer Bldg., St. Paul, Minn.

MOTORS REPAIRED WURLITZER — AMI
— SEEBURG — ROCK-
OLA — MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival.
Complete No Extras \$6.00

M. LUBER
503 W. 41st (Longacre 3-5939) New York

"AS IS" SALE!

ALL PARTS INTACT

AMI Hi Boy, 40	Wurlitzer 950	\$175.00
Record . . . \$ 79.50	Wurlitzer 12	
Singing Tower . . . 90.00	Record	30.00
Wurlitzer 61	Seeburg Gem	75.00
C.M. 50.00	Seeburg Regal	75.00
Wurlitzer Twin	Seeburg Classic	125.00
12 65.00	Seeburg 12	
Wurlitzer 71	Record	30.00
C.M. 65.00	Rock-Ola Boxes	3.00
Wurlitzer 616	Rock-Ola Bar	
Wurlitzer 500	Boxes	5.00
Wurlitzer 850	Pachard Boxes	22.50
Wurlitzer 800		

LIKE NEW

COLUMBIA BELLS \$65.00

WE CARRY THE LARGEST STOCK OF USED
EQUIPMENT IN THE NATION—
ALL TYPES, MAKES AND MODELS.
WRITE TODAY FOR COMPLETE LIST.
1/3 Deposit With Order—Balance C.O.D.

DAVID ROSEN, Inc.

EXCLUSIVE AMI DISTRIBUTOR

503 EVERGREEN AV. | 855 N. BROAD ST.
BALTIMORE 23, MD. | PHILA. 23, PA.
Edmonson 5322 | Stevenson 2-2903

YOU DON'T GET WRECKS WHEN YOU BUY AT REX

RECONDITIONED FIVE BALLS — CLEAN
MECHANICALLY A-1

BALLY: Ballyhoo \$85.; Rocket \$70.; Nudgy \$115.; Silver Streak \$115.
EXHIBIT: Cross Fire \$70.; Fiesta \$65.; Mystery \$65.; Smoky \$60.; Vanities \$65.
CHICOIN: Gold Ball \$100.; Playboy \$90.
GOTTLIEB: Baffle Card \$65.; Lucky Star \$95.
UNITED: Havana \$70.; Rio \$65.; Hawaii \$115.; Nevada \$120.
WILLIAMS: Cyclone \$75.; Show Girl \$65.; Smarty \$60.; Torchy \$95.
1/3 DEPOSIT REQUIRED, BALANCE C.O.D.

REX COIN MACH. CO.

2629 JEFFERSON HIGHWAY, NEW ORLEANS, LA.
(Phone: Temple 4686)
AL MORGAN (Gen. Mgr.)

**FOR OPERATORS ONLY!!
READ PAGE 6**

AMI 40 Selection Wall Box



only 3 wires!

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILL.

SACRIFICE!

Must sell following equipment at way-below current market prices. This is an outstanding opportunity for you to buy at your own price!! Get in touch with us immediately.

All Equipment Guaranteed!

NAME YOUR OWN PRICE

FOR
SOLOPHONE BOXES
PERSONAL BOXES

WURLITZER — SEEBURG — ROCK-OLA
UNIVERSAL AMPLIFIERS

PHONO PLASTICS — All Types For All
Phonos — Tell Us What You Need

PIN GAMES AND ROLLDOWNS — BIG
SELECTION — ALL KINDS ON HAND

WIRE — WRITE

BOX No. 123, % THE CASH BOX
381 FOURTH AVENUE, NEW YORK 16, N. Y.

IMIG RE-ELECTED PREZ OF S.D. PHONO ASSN.

HURON, S.D. — The South Dakota Phonograph Assn. held its annual meet here March 21, 22 and 23, at which time Officers were elected to serve for the next year.

Mike Imig, Yankton, was re-elected president; Gordon Stout, Pierre, vice president, and Norman Gefke, Sioux Falls, secretary.

Many important matters were discussed - with commission rates and membership drives the foremost. A vote was taken to join up with the national committee and give George A. Miller full support.

Harold Scott, outgoing secretary, was presented with a traveling bag in appreciation for his services. Next meeting is scheduled for Aberdeen.

WASH. D.C. MUSIC OPS TO MEET APRIL 13

WASHINGTON, D.C. — P.R. Chapman, president of the Washington Music Guild, announced that the association is holding its next meeting on Tuesday, April 13. The group will meet as usual in the Blue Room of the Hamilton Hotel.

Hirsh de LaVie, chairman of the public relations committee, stated that the organization is making great headway, and that membership covers practically every music operator in the city and surrounding areas.

"Not only are the officers and board of directors working hard," reports La Vie, "but every member is out hustling to make our association 100% strong."

GOLDEN GATE OPENS OFFICE IN OAKLAND

SAN FRANCISCO, CAL. — Al Armos, Golden Gate Novelty Co., announced that the firm had opened a branch salesroom at 2561 San Pablo Ave., Oakland, this past month. Ed Heinle is in charge.

Armos also announced the appointment of Al Meyers, well known coinman, as sales manager and buyer for the San Francisco office.

Ohio State Phono Ops Convention April 14

Cancer Fund To Gain
From Combined Drive
Of Cleveland And
Ohio State Assns



JACK COHEN
President,
Cleveland Phono Merchants Assoc.

CLEVELAND, O.— Jack Cohen, president of the Cleveland Phonograph Merchants Assn. announced that the organization will hold an all-star benefit show for the Cancer Fund on Monday and Tuesday evenings, April 12 and 13, at the Musio Hall. Sanford Levine and Sam Abrams are assisting Cohen in the handling of all details.

The entertainment will be headed by Dorothy Shay, "Sugar Chile" Robinson, and Carmen Cavallara and Orch.

The same stars will do the entertaining for the operators at the Annual Convention of the Ohio State Phono Owners Assn. on Wednesday, April 14, which will be held at the Hollenden Hotel, here.

A capacity attendance is expected, and all funds raised from the banquet is to be donated to the American Cancer Society. Cohen states that he expects better than \$25,000 to be raised for the Society.

WATCH FOR GENCO'S NEWEST 5 BALL GAME

READY FOR DELIVERY SOON!

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

PALISADES IS NOW DELIVERING!

SENSATIONAL NEW
BALLY 5 BALL GAME **BALLERINA**

ALSO READY
FOR DELIVERY

Chicago Coin—Catalina; Williams—Stormy; Exhibit—Build-Up; United—Manhattan; Gottlieb—Cinderella; Bally—Eureka; Genco—Triple Action. Complete Line of Evans Equipment.

A complete list of pre-war and post-war used equipment for New York Operators. Service and parts for all Consoles and Bell Machines.

PALISADE SPECIALTIES COMPANY

498 ANDERSON AVENUE

CLIFFSIDE 6-2892

CLIFFSIDE PARK, N. J.

20 Minutes from New York City Via Lincoln Tunnel or Washington Bridge

N.O. MUSIC OPS TO FORM ASSOCIATION

NEW ORLEANS, LA.— Musio ops in this city and surrounding territories are enthused over their first get-together recently to form an association.

Preliminaries were discussed at this meet, and arrangements have been made to call together all in the territory for the purpose of creating a solid organization. No date for the next meeting was announced but the leaders of the move are contacting the musio ops. At this meeting, it is expected that organizational matters, such as a charter, by-laws, rules, and election of officers will be taken up.

ATTENTION OPERATORS ONLY

HAVE YOU MACHINES
FOR SALE?

WHAT DO YOU WANT
TO BUY?

READ PAGE 6

AS A SUBSCRIBER TO
"The Cash Box" YOU ARE
ENTITLED TO AN AD LIST-
ING WHATEVER YOU WANT
TO BUY OR HAVE FOR SALE
FREE OF CHARGE

Chicago Coins

FOUR FLIPPER GAME

CATALINA

IS OUTSELLING THEM ALL!

The DEMAND IS TERRIFIC!

ORDERS and RE-ORDERS for CATALINA HAVE BEEN OVERWHELMING . . . BUT STEPPED-UP PRODUCTION HAS INCREASED SHIPMENTS TO A NEW HIGH!

*NEW FLIPPER ACTION
*DOUBLE BONUS
*HIGH SCORE

*SUPER-BONUS
BUILD-UP POCKETS
*FREE PLAY LANES

ORDER FROM YOUR DISTRIBUTOR TODAY!



CHICAGO COIN MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

STOP! LOOK! ORDER!

TUR 71 & St. \$110. WUR 600K.....\$ 95.
WUR 61..... 50. WUR 500K..... 95.
SFE 9800 ESFC.175. SEE Gem..... 95.

Gold Ball....\$115. Spellbound....\$ 45.
Surf Queens.. 35. Singapore rldw.250.

Chico Hockey. \$ 35. Ten Strikes ED.235.
Williams All Bally My Rolls.250.
Stars, late 250. Genoa Bank Roll
alley..... 75.

OLSHEIN DISTRIBUTING CO.
1100-02 BROADWAY, ALBANY 4, N. Y.

COIN MACHINE MOVIES

FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE \$32.50 TO \$38.50 Per Reel

PHONOFILM

3331 NO. KNOLL DR., HOLLYWOOD 38, CAL.

N.Y. SCHOOL SUPT. STATES "PINBALL SIT- UATION" UNDER COM- PLETE CONTROL

NEW YORK - Dr. William Jensen, Superintendent of Schools, announced this week that the "pin game situation" was "definitely under control."

Locations in the vicinity of schools were visited during the past two weeks and no students were found playing the machines.

Jensen stated that proprietors of stores have been warned that if they harbored truant pupils, they were violating the compulsory education laws.

The stores will be checked in weekly visits by attendance officers, but in the meanwhile he is satisfied that the situation is "under control", stated the Superintendent.

Muto Shipping New Game



WM. B. (BILL) RABKIN

NEW YORK - Bill Rabkin, International Mutoscope Corp. of Long Island City, reports that the firm is now in production and shipping the new boxing game "Silver Gloves."

"This is one of the most intriguing games we have ever produced in fifty years in the business" says Rabkin. "The player gets approximately 30 seconds of action, fun and color for a nickel. The machine has been tested and proven on location. It is definitely a money-getter and requires an absolute minimum of service. Working parts are rugged and at a minimum and this means rapid adjustment and permits the machine more working hours."

*Mail Your
Ad Today!*

BIG
SPRING SPECIAL
ISSUE OF
The Cash Box
GOES TO PRESS

April 8

JOHN A. BACKMAN TEXAS COINMAN DIES

DALLAS, TEX.- John A. Backman, well known operator, and perennial secretary of the Texas Coin Machine Association, and the Dallas Coin Machine Association, died on March 16.

Backman started as secretary in the earliest days of the association in this state, and served continuously over the years.

His death was a shock and the cause of profound grief among his host of friends everywhere.

Condolances are being received by his wife Albia at 5400 Goodwin St.

THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****CLASSIFIED AD RATE \$1.00 PER LINE**

OR ANY FRACTION THEREOF WHERE LINES RUN OVER. EACH LINE MEASURES 7½ INCHES LONG. FIGURE APPROXIMATELY 12 TO 14 WORDS PER LINE. CLOSING DATE IN N. Y. C. EVERY WED., 5 P. M.

(ALL CLASSIFIED ADS — CASH WITH ORDER)

USE ENCLOSED GIANT CARD FOR CONVENIENT MAILING

SPECIAL NOTICE TO \$48 PER YEAR SUBSCRIBERS

YOUR FREE WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES. MAXIMUM SPACE 3 LINES. ALL LINES, OR ANY FRACTION, OVER 3 LINES WILL BE CHARGED AT THE RATE OF \$1 PER LINE.

WANT

WANT - To Purchase for export shipments - Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT - Bally Triple Bells; Bally Draw Bells (Plastic Buttons); DeLuxe Draw Bells; Bally Eurekas; Keeney Bonus Super Bells 5¢ and 25¢; Mutoscope Fan Front and Red Top Diggers; '47 Rock-Ola, Wurlitzer and Seeburg Phonos. Will buy over-stocks of late new or used pin games, for resale. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel.: Ordway 3-3069

WANT - 219 Steppers. Will pay \$20. each if in working order. AUTOMATIC VENDING CORP., 525 PARKET ST., CHESTER, PENNA. Tel.: 3-9282.

WANT - Used Metal Seeburg Wall Box Covers for Type DS2-1Z or Model WS-2Z. INTERSTATE MUSIC COMPANY, 1196 COMMONWEALTH AVE., BOSTON 34, MASS. Tel.: ASpinwall 7-0517.

WANT - Seeburg Step Selectors No. SS20-1 and Seburg Consoles. JOY AUTOMATICS, 108 EAST CHURCH STREET, ELMIRA, N. Y. Tel: 2-7462

WANT - Substantial quantities of Jennings Standard Chiefs, Mills Black Cherries and Jewel Bells 5 - 10 - 25 - and 50¢. Must be A-1 mechanically and good appearance. Advise quantity, guaranteed condition and best price. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO, CALIF. Tel: Market 1-3967

WANT - Bally Eurekas, clean and in A-1 condition. State lowest prices and quantity in first letter. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: TU 5-4976

WANT - 30 Advance Rolls. Will pick up anywhere in New York City. Phone us immediately. JOMAL AMUSEMENT CORP., 3178 PARK AVE., BRONX, N.Y. Tel: CYpress 2-2770

WANT - Chicago Coin Basketball. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO.

WANT - The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel: Dickens 7060

WANT - New & used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Jennings F.P. Mint Vendors; Solotone, Personal Music Boxes, Amplifiers, etc. Any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT - Bally Draw Bells; Triple Bells; Keeney Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT - Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT - Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: Underhill 3-5761

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****FOR SALE**

FOR SALE - We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKE LAND, FLA.

FOR SALE - What have you to trade us for the following: 1 Photomatic, like new, latest model; 2 Packard Basement Units; 1 Tally Roll; several Bank Ball Super Rolls & Premier Ten Grand Bowling Alleys. SILENT SALES CO., 208 11th AVE. S., MINNEAPOLIS, MINN. Tel: Geneva 3645

FOR SALE - 5-Balls: Baffle Cards, Kilroys \$55. ea.; Play Boys \$70. ea.; Streamliners \$20. ea.; Sky Blazers \$15. ea. All above are in top condition. Terms: 1/3 deposit. C.&M. SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 13, LA.

FOR SALE - Operators! We have a large number of Pay Off Consoles - various makes - from \$20. up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1025

FOR SALE - Kilroy \$49.50; Rio \$49.50; Canteen, Suspense, Big Hit \$19.50. New games at low prices. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 21, PA.

FOR SALE - Brand new pin games: Genco Triple Action, Exhibit Build Up, Exhibit Treasure Chest. Good used pin games: Tornado, Dynamite, Play Boy and Lightning. All in A-1 condition. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER, DETROIT 1, MICH. Tel: Temple 2-5788

FOR SALE - 2 Skyfighters \$65. ea.; 1 Bally Defender \$50.; 1 Bally Rapid Fire \$50.; 2 Air Raiders \$49.50 ea.; 1 Victory Pool \$49.50; 1 Red Ball \$49.50; 2 Anti-Aircraft, Br. \$25. ea.; MARCUS KLEIN, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE - Mills slots and stands. I also buy same. Send me your list. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. (Tel: 3-5432)

FOR SALE - Mills greatest proven money makers - original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors \$275.; late head Mills Four Bells \$200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - Mills Four Bells, perfect \$50.; 1 Barrel Roll Skee-ball \$50.; Jennings Cigarolla \$30.; Undersea Raider \$50.; Loudspeaker \$5.; Seeburg Envoy \$200.; Mills Empress \$200.; Watling 10¢ Rol-A-Top \$50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750

FOR SALE - Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE - This Week's Specials! Suspense \$69.50; Surf Queens \$39.50; Step Up \$65.; Double Barrel \$44.50; Big League \$49.50; Undersea Raider \$75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386

FOR SALE - 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance \$800. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455.

FOR SALE - DuGrenier W \$75., WD \$85., completely overhauled, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MINN.

FOR SALE - 10 - 616 Wurl. \$75. ea.; 2 - 600R Wurl. \$150. ea.; 1 - 1940 Rock-Ola C.M. \$90.; 3 Seeburg Mayfairs \$150. ea.; 2 Seeburg Regals \$175. ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel: RA. 5-8705

FOR SALE - William's All Stars \$275.; Ballyhoo's \$100.; Surf Queens \$35.; Big Leagues \$35.; Phonos: Seeburg Crown, Plaza, Gem \$125. ea. ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.

FOR SALE - 25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE - Guaranteed Used Machines - Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE - 4 Panorams, like new. Splicer, film, \$200. ea. F.O.B. Lewistown. 1/3 deposit with order. LEWISTOWN DIST. MART, INC., 27 VALLEY ST., LEWISTOWN, PA. Tel.: 2584

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****FOR SALE**

FOR SALE - Roll Downs: Advance Rolls \$175.; 14 ft. Bang-A-Fitty \$150.; Sportsman Roll \$60.; Rol-A-Score \$50.; Bing-A-Roll \$300.; Hy-Roll \$275.; Hawaii \$225.; Singapore \$275.; Tropicana \$325. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N.Y.

FOR SALE - For The Best Buy In Town, Come To Crown. Reconditioned Five Balls, clean, mechanically A-1. Bally: Ballyhoo \$85.; Rocket \$70.; Nudgy \$115.; Silver Streak \$115. Exhibit: Cross Fire \$70.; Fiesta \$65.; Mystery \$65.; Smoky \$60.; Vanities \$65. Chicoin: Gold Ball \$100.; Playboy \$90. Gottlieb: Baffle Card \$65.; Lucky Star \$95. United: Havana \$70.; Rio \$65.; Hawaii \$115.; Nevada \$120. Williams: Cyclone \$75.; Show Girl \$65.; Smarty \$60.; Torchy \$95. 1/3 Deposit Required, Balance C.O.D. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. Nick Carbajal, Gen. Mgr. Tel: Canal 7137

FOR SALE - 5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At \$25.: Sporty, Blondie, Big Town, Formation, Big Chief, Crossline. At \$30.: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At \$35.: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At \$45.: Arizona, Surf Queen, Midget Racer, Big League. At \$75. Superscore. One Balls F.P.: Sport Special \$45.; Dark Horse \$60.; Blue Grass \$65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE - The original change dispenser Nickle Nudger \$3.45 ea. Write for quantity prices. Victory Specials \$110. ea.; Gottlieb Daily Races \$225.; Keeney Hot Tip \$250. WESTERN DISTRIBUTORS, 1226 S. W. 16th AVENUE, PORTLAND 5, OREGON. Tel: ATwater 7565

FOR SALE - 20 Bally Special Entrys; 10 Bally Jockey Specials. Phone, wire, or write for quick sale. J. A. STEWART, 148-25th STREET, OGDEN, UTAH. Tel: 9385

FOR SALE - Large music route in Gregg County, Texas. Only wet county in a hundred miles. Rock-Ola, Seeburg, A.M.I. Can be financed. Reason for selling explained, contact - GREGG NOVELTY CO., 100 N. GREEN STREET, LONGVIEW, TEXAS. Tel: 3011

FOR SALE- Used pin games: We have every machine in stock. You name it. We ship it same day. You can't beat our prices. We don't ship junk. Our 28th year in business. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE - 2 brand new Chicago Coin Goalees, still in original crates \$250. ea.; 1 used Bally DeLuxe Draw Bell \$275.; 3 Bally Hi-Hand \$45. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH. Tel.: 2-0021.

FOR SALE - Stock reducing: Bargain list free. Consoles, slots, phonographs, tubes, slot parts, 15 new master key locks \$25.; 50 set new phono casters \$45. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel.: 46512.

FOR SALE - New A-F Coin Counter, \$1. counts pennies, nickels and dimes. Lightweight, fits the pocket. Counts money in half the time. Send \$1. with order. We prepaid postage. A-F CORPORATION, 5729 W. JEFFERSON BLVD., Dept. 9, LOS ANGELES 16, CALIF.

FOR SALE - Late pin games, new and used. Get our list of used pin games at lowest prices. State your needs and we ship same day. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE - 10 new Bally Double Up machines, used only one week; 5 DeLuxe Bally Draw Bell; 11 straight Bally Draw Bell. All in excellent working condition. Just off location. Write or phone. BROWN MUSIC CO., 514 MINNESOTA AVE., KANSAS CITY 12, KANSAS. Tel: ATwater 1206

FOR SALE - New Black Cherry and Golden Falls Case Assemblies for \$40. ea. Each Assembly consists of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack Pot Glass, etc. completely assembled and packed in individual carton. Write us for list of prices on new, used and rebuilt slots. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****FOR SALE**

FOR SALE - Three brand new American Scales, model 402, original crate \$100 each, F.O.B. Berlin, N. H. Terms: one third cash, balance C.O.D. BERLIN SPECIALTY HOUSE, 73 WILLARD STREET, BERLIN, N. H. Tel.: 1145.

FOR SALE - 10 5¢ and 9 10¢ Watling Big Games, best console built. Owing to closed territory, will take \$25. ea. First come, first served. 1/3 down, C.O.D. HY-G MUSIC COMPANY, 1415 WASHINGTON AVE, SOUTH, MINNEAPOLIS 4, MINN. Tel: Atlantic 8587

FOR SALE - Singapore roll downs \$175.; Hawaii roll downs \$175.; Chicago roll down \$100. These machines are as good as new. 1/3 deposit with order. WANT - Wurlitzer 1100 and AMI 1946 or later model. HERMAN DISTRIBUTING CO., 1505 CONEY ISLAND AVE., BROOKLYN, N.Y.

FOR SALE - 110 Rock-Ola 5-wire, 5¢ wall boxes \$5. ea.; 30 Rock-Ola Bar Boxes 5¢ \$5. ea.; 35 Rock-Ola 5-10-25¢ Wall Boxes \$10. ea.; 35 Rock-Ola 5-10-25¢ Bar Boxes \$15. ea.; 8 Seeburg Music Selector \$2.50 ea.; 4 Seeburg Selectomatic \$2.50 ea.; 10 Wurlitzer Long Bar 30-wire 5¢ \$5. ea.; 19 Wurlitzer 2-wire 5-19-25¢ \$10. ea.; 4 Wurlitzer 30-wire Wall Boxes 5¢ \$5. ea. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO. Tel: FRanklin 5544

MISCELLANEOUS

WILL TRADE - 1100 for two clean late 1015's, pay cash difference. Will call, no crating-Texas, Louisiana, Oklahoma only. Or will sell for discount. GEO. BURY MUSIC COMPANY, BOX 245, HAMLIN, TEXAS. Tel: 347

NOTICE - Music Operators. Motors rewound \$5.50; Wurlitzer counter model trays refinished and rebushed \$6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel: Englewood 8192

FOR RENT - Roll Downs - to established operators: Advance Rolls \$40. per month; Esso Arrows \$40. per month; Total Rolls \$18. per month; Lite Leagues \$16 per month. Total rental may be applied against purchase price. When writing send in three references. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y.

NOTICE - Pin ball operators: Have your old model one-ball machines converted. Semi or fully automatic, with hold for favorite numbers. A.B.C.D. Unit and other new features. With complete new paint job. \$125. to \$175. Write or phone NORTHWEST COIN MACHINE EXCH., 6736 S.E. 52, PORTLAND, ORE. Tel.: TA 9955

NOTICE - Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

PARTS AND SUPPLIES

FOR SALE - Tubes, 60% off list, standard brands. Specify 1st and 2nd choice of brands. All tubes boxed. Extra special: RCA-6C4 45¢ (Mention The Cash Box) Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE - We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for \$30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE - Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE - Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen, \$24. Mazda bulbs, No. 47, \$40. per 1000. No. 40, 44, 46 & 47, \$4.50 per 100. No. 51 or 55, \$4. per 100. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - We have for sale nets, matting, maple wooden balls for Skee ball Alleys. Parts for Ten Strikes, Ray Guns and all other games. RELIABLE PARTS CO., 2512 IRVING PK. RD., CHICAGO, ILL.

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

THRU THE COIN CHUTE



CHICAGO CHATTER

Charley Schlicht, over at Mills Industries, entertaining Gus Jadin from Wisconsin, Bill Baima of La Salle, Ill., and Howard Miehle Williamsport, Pa.....Charley also advising shipments of Mills' Constellations starting to move much more rapidly.....O.D.Jennings' officials entertaining the Jones boys who came many miles to say "hello", also saw Ed Schaeffer around the Jennings' plant this past week, too.....Skeet Moore, all by his ownsome this past week at the Williams factory, advises that "Tennessee" going hotter than any game in a long, long time....Seems that Harry Williams spent this past week in his native California....while Sam Stern in a dash back to Philly to spend Easter week with the wife and kids.....George Ponser is still missing from the factory, but reports are he's selling those Pro-Scores fast.....Jerry Haley over at Buckley Mfg. Co. claims the firm are simply swamped with orders for "Criss Cross Belle" and "Track Odds"...only wishes production would catch up with salesBilly DeSelm over at United Mfg. Co. is playing a new game called, "How many presses have we got, anyway?"....from what Billy says, it seems that everytime he walks into the factory some more presses have been put to work..."where're they all coming from?", he's askin'.

Lots of action over at Bally this week ...Clarence Camp of Memphis popped into the factory and howled for more "Ballerina"..and Herb Jones already with his hands full with about 89 jobs to do trying to calm Clarence down a little so that he wouldn't walk into the factory and rush those games into that big truck of his. Herb reports "Ballerina" is clicking everywhere in the country.....Art Weinand over at Rock-Ola still waiting for the "blessed event" to happen....looks like Art had his dates all mixed up, and is now rechecking.....in the meantime visitors keep calling on him..bumped into Irwin Blumenfeld of Baltimore.....George Murdock of San Francisco.....B. D. Lazar of Pittsburgh and lots of others talking "Magic-Glo".....Sam Gensburg returns from Florida, just in time to catch the nicer weather here....and Sam Wolberg leaves for a business trip East ...with Ed Levin still jumpin' about trying to fill those orders for "Catalina" which looks like one of the biggest sellers Chicago Coin has yet built.....Joe Caldron, of AMI, advises that Monte West is traveling the West Coast all about...from Portland to San Francisco...then to Des Moines where he will meet with...R. E. Padfield of Musical Sales Co....John Haddock of AMI popped into town from Grand Rapids this past week and advised production on their 40 selection box being stepped up daily...Harold Midyett of Union City, Tenn. in town this past week and being a good boy, we hear.

D. Gottlieb & Co. are going to get some international recognition for their newest "Cinderella"...what with shipments already under way to South Africa and the Philip-pines.....Grant Shay and Charlie Liggett of St. Joe, Mo. talking things over....and Grant advising his Spinning Reels to press this past week.....Woolf Solomon of Columbus in town this past week..visiting here, and there....Harry Jacobs, Jr. and Sr., in town and seen over at United Mfg. Co. talking over the new "Manhattan".....Quite a bunch of coinmen seen at Napoleon's Restaurant on the West Side this past week....Howard Peo of Valley Specialty Co., Rochester, N.Y., Oscar Scultz and Irv Ovitz...of Chicago's Northwest siders, Midge Ryan and none other than Grant Shay of Bell-O-Matic also there.....Harry Brown of the American Amusement still out on the road and reported to be doing some real business again...Tom (Dapperoo) Callaghan in the east with his Missus....and reported to be ready to ship down Central & South Americanways the past week with some of New York's coinmen seeing him off.....George Jenkins all hot and bothered over the nice action Bally's new one-balls are getting...."Trophy" and "Gold Cup"...."with both outselling any of the others we've built", Georgie reports.

Has Billy DeSelm got a hollow leg?Rex Shriver over at Evans reports he is working like a beaver to get those machines to their distribbers as fast as he can..demand's growing bigger.....Sam Yaras of Dallas, Tex., reported to have been in our town for a coupla days..digging up equipment.....Seeburg distribbers around and about getting ready to pop with their industrial music set-up featuring full page newspaper ads, we hear from some of the boys who have been in town visiting at the Seeburg plantGordon Sutton zooming around Indiana in that new Beechcraft Bonanza of his..and reports that this is the way to call aboutEddie Hanson, over at Groetchen working harder than ever to take care of those orders he's got for his "Camera Chief"....Music ops here not too pleased with that Jimmy Petrillo settlement with the televisers...seems like this will increase video competition, what with live musicians now on television shows...plus nite ball games this summer and other sports events.....Latest reports indicate that there are now 15, 300 receivers in the Chi area...10,800 in homes and 4,500 in public places...with an additional 16,500 receivers reported already sold here, but, the difference....as yet not installed...there are now 1,200 retail dealers selling television receivers in Chi....Lou Koren, we now hear, has sold his gorgeous Florida home and will make our town his permanent resting place again.

THRU THE COIN CHUTE



EASTERN FLASHES

Lots of action around town this past weekmany visitors here....and all excited about the pin game and rolldown situation with some of the belief that there's sure to be a very fine reaction from officials because of Dr. William Jansen's statement in The New York Times this past Wednesday Dr. Jansen, Superintendent of New York's schools came out with the statement that his truant officers checked all pin-ball locations near schools.....and learned that the situation was "under control". In fact, Jansen's report stated that 2,693 stores in vicinity of schools were checked and that 1,016 of them has pinballs. He added, however, that only 18 children were found cutting classes...and that none of these were playing a pinball machine...He also stated that his investigators found 263 other games and 227 juke boxes. The superintendent therefore declared, that the situation was "definitely under control". He also stated that all stores would be checked by weekly visits. As long as the ops here follow the tenets and preachings of their organization...everything's gonna be okay.

Lotsa visitors around town this past week..Bumped into Tommy (That Dapper Man) Callaghan of Bally Mfg. Co. with his Mrs. at the New Yorker, Tom spent a few days prior to getting on the S.S. Beatrice for a long visit to Central and South America Tom, as per usual, was the best dressed we saw around town..Also found that Hirsh de LaViez of Hirsh Coin Machine Co., Washington, D.C. was in town..and, one day, he was in the company of Jow Darwin (by the way, Joe's looking very swell) and, when these two get together, brother, you can betcha somethin's cookin'.....Also had a nice visit from Jack Bolton of Pawtucket, R.I. and Jack telling us how he kicked up his phono take remarkably...with a little secret idea that this boys has and issure to keep a secret, too....Counsellor Sid. H. Levine didn't go to Washington, D. C. not this past Monday morning for there really was nothing there which would effect the nation's juke box ops...Sid, as you know, is counsellor to Executive Committee of the nation's juke box organizations.....Ould old friend, Herman Perin, popped into town from Miami and told us....he was now operating pins down there with Bob Weller formerly of L. & W. Vend. Co., Cliffside,, N.J...Herman claims that things are going good and that some of the boys here should begin to take it a bit easier and spend a little more time in the playground of the world - Miami.....Which reminds me, Dave Lowy is still down in Miami & Phil Mason

is holding down that Tenth Ave. fort for the firm.....Had a very important visitor in town this week...Sam Wolberg of Chicago Coin Machine Co. and ops and distribs here all were in favor of Sam's plan to bring home to all the public the fact that pin-ball is the nation's finest and most economical entertainment..Sam advising us that he has already prepared a card...proofs of which are in his office in Chicago and he will check them the moment he returns..... Bill Rabkin of International Mutoscope is shipping his newest game, "Silver Gloves", all over the nation, with many of the best coinops ordering the machine.

We hear that Marvin Roth, son of Max Roth of Wilkes-Barre, Pa.,...will be married on March 28.....wonder if this makes Max feel older?.....And that reminds me...Hirsh de LaViez advised that his daughter is being married...to a Rabbi's son..which is something for Hirsh....who's as unorthodox as they come.....Barney (Shugy) Sugerman is all set to pop with a surprise which will meet with approval of ops interested in industrial music equipment....We note that Joe Young & Danny Kipnis have been entertaining the recording stars..the other day Art Mooney (Four Leaf Clover) popped in & had his pic taken with the boys.....Joe Eisen very much interested in a brand new deal which is popping out of Washington...and Joe believes this is something that...every op in the nation should latch onto.. personally..we think he's 100% right.

Yermi Stern is clicking with his Hit Parade posters from what we heard ops telling us.....seems that these posters are really helping to boom take..especially bringing in the two bits pieces.....which is mighty important to all juke box coinmen....Manny Ehrenfeld of Passaic, N.J. using a new idea in music and putting it over in great, big way...Manny deserves plenty of compliments for grand job he's done operating music...and operating it right.....Where's my pal Abe Green keeping himself these days?..... Somebody asked me the other day..if there would ever be licenses for games here..... we refer him to Teddy Blatt..who made the statement sometime ago that there would be such a thing...but..that progress is being made very slowly and that all guys here... should listen to those who know what it's all about....There's a cure for television ..it'll break sooner than expected and is sure to help music ops all over this townWe hear that Denny Dennison is all excited about something he saw in California on his last trip, and that he believes is gonna be "it".

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Even with some distribs and many ops sitting this week out awaiting the Municipal Court decision on whether rolldowns are kosher, there still was plenty of action on Coinrow - if not elsewhere in the city...County territory seemed to have picked up its pace and the out of town fraternity made up for their sticking to the bushes last week...Speaking of out-of-towners, Bill Wolf remembered he has a home at the M.S. Wolf Co., and returned to base this week, after three weeks of touring the Coast. Bill's man Nels Nelson tells us that his outfit is taking plenty of orders for AMI's new 40 selector wall box...Ran into Chicago Coin's Phil Robinson this week not in one or two different distribs, but in three. That ought to convince the home office he's really on the hustle, checking up on the healthy progress of their 5-ball Catalina, and proudly showing a picture of the handsome new Trinidad where it would do the most good. It was nice to see the warm, friendly reception an old timer in this business like Phil gets from such veteran distribs like Jack Simon and Paul Laymon. Phil will soon be taking a trip to Canada for other than business reasons. He's attending a convention of the B'Nai B'Rith, a fraternal organization which believes that everybody, in and out of the coin biz can live in the same world as brothers.

While chatting with headman Jack Simon at Sicking Distribs. and saying howdy to Homer Gillespie of Gillespie Games, Long Beach, we tried our hand at a few fast moments on Chicoin's Catalina and Williams' Tennessee. Found 'em both exciting, lively machines, with the sensitive flipper action and high score possibilities...Stepped in next door at Mills Sales to swap greetings with a nice guy by the name of Charlie Fulcher. Charlie was out feeding his considerable bulk of inner man so chatted with his pleasant secy. Must be slipping - didn't even get her name...Aubrey Stemler, who has a brand new shiny Aireon "Coronet 400" sitting smack in his doorway by way of a gentle reminder, was pulling freight for Las Vegas when we dropped by... At Automatic Games, George Warner promised to watch his language after our quoting his jive verbatim in last week's column..... Danny Jackson took over to say that Automatic has been appointed exclusive distributor for California and Nevada by Valley Specialty Co. of N.Y. for its new chain drive escalator - the gimmick that they claim makes a good bell machine better in eliminating all coin jams and cutting service calls to a minimum...Can't remember misquoting C. A. Robinson of the firm bearing his name, and Man Friday Al Bettelman, but they sure weren't talking to us this week. That ought to loosen 'em up, or else

our noggin, next time around....General Music's topper Bud Parr was his usual busy but affable self just across the street. Jumped up from his desk as we came in, extended a cordial hand, and in answer our "What's new - besides Magic Glo?", started to say, "What else is there to talk about" - then remembered his firm has just started a new deal on old records. Plan is for ops to bring in discarded discs and have them credited toward purchase of new or used equip...For weeks now we've been trying to stop in and say hello to some newcomers to Coinrow, and always found 'em in a huddle or else out. This week we had the pleasure of meeting Earl Everett, down from Seattle Coin and head man of Shine Distrib. Co. Sandwiched in between C. A. Robinson and Williams Distrib. Co., interested parties will find several demonstrators of the new Douglass Automatic Shoe Shine machine.

Bill Williams was a happy man and why shouldn't he have been? Fresh out of his first shipment of Tennessee 5-ball games and who should drop in on him from the clouds but son Harry. The Williams Mfg. Co. owner flew his own plane in from Chicago for a pleasure-business trip and Bill was all primed for a family get-together...The Laymon secret finally out this week and what is it but Bally's new one-ball Gold Cup. Moving fast, says Paul, who's now sweating out the arrival of Bally's well named 5-ball Ballerina. Laymon came up with a new addition this week - Baker's Kicker & Catcher...Len Micon, Pacific Coast Distrib. was out but we met his handsome, blonde son, and even handsomer Daughter-in-law, who has taken over in Pop's absence. Len's secy. Sarah Krantzler quit to get married...Lynn Brown and a bunch of the boys playing and kibitzing at "gin" at Irv Bromberg's...Badger Sales' W. R. Hoppel Jr. hosting Minneapolis' Herman Paster this weekend. They took in such places as Ciro and Mocambo. Paster heading for Miami to join the family for a short vacation..... Other closer range visitors seen around were San Diego's Ivan Gilbert, A. E. Wakeelin, Orlie Leeman, Geo. Wheelock and Quay Sargent; Santa Maria's Floyd Anthony; Coronado's Les Jordan; Inglewood's Johnny Nelson and Carl Fisher; Gardena's J. L. Orr; Taft's Walter Keene; Pomona's S. L. Griffin and Compton's E. R. Ripee.

Music-wise we slowed down this week, not the record companies, but us. The obliging, public relations wise outfits know we'll make it up next week....Just to strike one music note, the traveling Biharis at it again. Modern Records' Joe back from the big city (New York, that is) and Roz heading there. Seems like there's always a Bihari in both places.

THRU THE COIN CHUTE



MINNEAPOLIS

HOUSTON, TEX.

Archie Meltz who operates the "Arcade" at Duluth, drove into Minneapolis Sunday, March 21st to spend a few days visiting friends. During the summer months, Archie operates the Airplane Concession at the park in Duluth, and because there is spring in the air, he is having his equipment all repainted. The opening day will be about the middle of May. Dan Holsman of Big Fork, Minn., drove into the city for the day to visit a few distributors in the Twin Cities and informed them that he had just bought out Art La Trace at Big Fork. Connections should be pretty good for Dan, as he is one of the four deputies in that county. Frank Mager of Grand Rapids, also came to town for the day, calling on several of the distributors.

D. K. Carter of the D. K. Carter & Co., Minneapolis, left last week with his family for parts unknown - somewhere in the South. Carter and the Mrs. made up their minds on the spur of the moment, deciding that they needed a vacation - So they got into their car, and headed South for at least 2 weeks. Walter Thorne of Staples, Minn., took time out to visit the Twin Cities, and spent a few days calling on the trade. Not only is Walter in the operating business, but he is also one of the well known farmers in that area. With wheat, corn, beef, and hogs calling for nice high prices, it's a question of which of his two businesses is the most profitable.

Glenn Rackliff of Superior, Wis., in Minneapolis for the day, his first visit since early last fall. It must be the Spring air that's bringing the operators out of hibernation! Carl Schumacher of St. Cloud, Minn., taking in the town for the day, ran into a heavy snowstorm in Anoka, 18 miles out of Minneapolis, altho not a drop fell in this city. Max Moses of the Atlas Sales Co., and Billy Cohen of Silent Sales Co., are just about ready to return home from Phoenix, Arizona, where they have been for the last six or seven weeks. No doubt many interesting "Gin" rummy games have been played between the two "champs." Art Kelly is the new owner of the Modern Music Co., Rapid City, S. D., having bought out Cy Langsdale. Mr. & Mrs. Ray Kohner of Winona, Minn., spent a few days here, and Mrs. Kohner took advantage of the opportunity to replenish her wardrobe. Oscar Sundem of Montevideo, another coinman in town with his Mrs., who it's reported spent a bundle on her spring finery. Herman Paster, Mayflower Novelty Co. and Paster Distributing Co., visiting on the West Coast. From there he heads for Miami for a spell, catching up with his family, who are vacationing there.

The Weaver & Williams Co., now firmly established in their new headquarters on McKinney Avenue, stepped into the big time when they acquired exclusive distributorship of the complete Jennings line for Texas and Oklahoma. The co-owners, Bill Williams and C. W. (Harry) Weaver, are well known in Southwest coin machine circles. Whoever Harry doesn't know in the Southern part, Bill does; and whoever Bill doesn't know in the Northern part, Harry does - so it balances up. Jacques Hochman, Southern sales manager for Musicraft records visiting at Macys record store. Hochman reported that Henry and his attractive wife, Macy (the record store is named for her) were doing a mighty fine job with the Musicraft platters. Jacques is calling on all Southern Musicraft dealers this trip, but no doubt will tarry longer in Texas, being an ex-Aggie (that is a graduate of Texas A & M) and such.

Miss Lillian Cowart, attractive and talented secretary of Standard Music Distributing Co., was married March 21. Hollis T. O'Quinn was the lucky man. The ceremony was performed in a local church and attended by relations and close friends of the bride and groom. After her honeymoon, Lillian will return to her secretarial duties at Standard. Harry Cruse and Bill Peacock, owners of the operating firm of Cruse and Peacock, are both not only well liked in local coin machine circles, but highly regarded in business, civic and fraternal circles. At a meeting recently of Houston music men where everybody paid for his own food, Cruse had forgotten his purse and Partner Peacock paid the check. Later in the meeting the question of expenses for future gatherings was being discussed when Cruse took the floor and said "Let's pair off and take turns treating the whole group - we will go in with anybody for our share" Getting no immediate response, he stated "We will pay for the first party all by ourselves just to get things started." Some of the fellows couldn't hold back a chuckle at the expression on partner Peacock's face.

Bill Siros, Siros Manufacturing Co., manufacturers of the Brush Up Shoe Shine Machine announced that the Unique Co. of La Crosse, Wis., owned by A. M. Hemleben and managed by Jim Papay, had been appointed exclusive distributors for his machine in the states of Wisconsin, Minnesota, and Iowa. Jim Papay reports that his salesmen are busy covering the territory. Siros reports that the new model is being manufactured and delivered at the rate of 100 per week, and that within 30 days, production will be up to 200 per week. Siros also reports that Carl Honeyman of San Francisco, Cal., has retired from the coin biz.

CLEAR ACROSS THE LINE — ONLY \$1.00

EACH LINE IS 7½ INCHES LONG — ALL YOU CAN TYPE OR WRITE ON THIS CARD ON ONE LINE — ONLY \$1.00. WHATEVER YOU HAVE FOR SALE — OR WANT TO BUY — WILL APPEAR IN NEXT WEEK'S ISSUE — CLASSIFIED SECTION, NAME, ADDRESS, AND PHONE NUMBER FIGURES AS ONE LINE. ADS CLOSE WEDNESDAY 5 P.M. EACH WEEK. WRITE YOUR AD ON THIS CARD AND MAIL.

ALL ADS — CASH WITH ORDER

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

NAME.....

ADDRESS.....PHONE No.....

CITY.....ZONE.....STATE.....

FIRST CLASS
PERMIT No. 43309
(Sec. 510, P. L. & R.)
NEW YORK, N. Y.

BUSINESS REPLY CARD

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

4c—POSTAGE WILL BE PAID BY—

THE CASH BOX

381 FOURTH AVENUE

NEW YORK (16), N. Y.



UNITED'S MANHATTAN

with New

“DOUBLE-DOUBLE” BONUS FEATURE

✓ Terrific Last Second
Cross-Action Suspense

✓ New
Automatic Shuffle

✓ To Play Replays
Press Button

FIVE-BALL
NOVELTY
REPLAY



SEE YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

NEW ONE-BALL MULTIPLES

by Bally

GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC



Photograph shows
GOLD CUP (Free Play).
TROPHY is identical
in play appeal and
appearance—except for
payout cup—and is
equipped with the
famous Bally payout
mechanism—positive,
cheat-proof,
trouble-free.

PROFIT PROVED HORSESHOE FLASH

with

NEW "FAN" FLASH

(ALL SEVEN SELECTIONS LITE UP)



PLUS

POPULAR "SPELL NAME" FEATURE

"A-B-C-D" FEATURE

BIG BUILD-UP "FEATURE" AWARD

BIG ODDS, 3-TO-1 MINIMUM

MOTOR-DRIVEN SHUFFLE

FAMOUS BALLY 1-BALL MECHANISM

OTHER
Bally
HITS

**EUREKA • HEAVY HITTER • BIG INNIE
HY-ROLL • HI-BOY • TRIPLE BEL
WILD LEMON • DOUBLE-UP
BALLY BOWLER • MELODY**



Bally

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS